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HISTORIC STRUCTURES IN THE REDEVELOPMENT PROCESS  
MARKET STREET EAST, PHILADELPHIA

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A THESIS

in

Historic Preservation

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## **Forward**

This paper fulfills the thesis requirement for graduation in the Historic Preservation Program in the Graduate School of Fine Arts at the University of Pennsylvania. The objective of this thesis is to demonstrate the ability to execute scholarly research and assemble that research in written form.



## Acknowledgements

I would never have been able to complete this thesis without the guidance and assistance provided to me by many people. First, I would like to thank all of the people who took time out of their busy schedules to grant me interviews for this thesis. Their information was invaluable. I extend a special thank you to G. Holmes Perkins for providing me with a window onto the world of Philadelphia's past and most importantly, for reminding me to always look at the larger picture.

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I would like to extend a very special thank you to my amazing parents, Linda and Stephen, not only for reading this paper more than once, but for their constant love and support no matter what I put them through. Thanks also



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And finally, to Daddy, David, Grandma, Hayner and everyone else who is waiting, I will finish that other thesis next!!!



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# **Introduction**

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**Chapter One**



## **1.1. Introductory Statement**

This thesis examines attitude changes relative to historic preservation. The redevelopment process on Market Street East in Philadelphia, Pennsylvania, over the last 50 years is used as the paradigm. The 1996 National Preservation Conference in Chicago devoted many educational sessions to the decline of our cities, the reuse possibilities for older buildings, and the financial incentives available to developers interested in the reuse of historically significant structures. These three issues although national in scope, are specifically illustrated in the redevelopment of Market Street East. The aging and the decline of our cities are producing an ever-growing stock of historically significant yet underutilized and vacant structures. The continually diminishing availability of funds, in actual dollars and relative to the increasing need, make the investigation of new possibilities for saving our historic buildings and districts necessary.

The historic preservation process can serve as an asset to the urban redevelopment process, as is seen in the redevelopment of Market Street East in Philadelphia. It is my contention that not only can historic preservation add to, but it can be programmed to be a partner with the redevelopment process. These processes can coexist in a mutually beneficial relationship, from conception, through execution.



## **1.2. Statement of Purpose**

This thesis will investigate the significance of historic preservation in the redevelopment of Market Street East in Philadelphia, Pennsylvania. By examining the relative significance of the historic structures in the decisions made during the redevelopment process, this thesis will illustrate that historic preservation is a dynamic process, one that is subordinate to fiscal realities. It is the purpose of this thesis to illustrate that historic preservation can serve as not only an asset to, but a partner in the redevelopment process. This redevelopment process was made possible through the use of public-private partnerships, partnerships which could serve as examples for future urban planning projects.

In order to achieve these purposes, this thesis will first investigate the history of Philadelphia, particularly examining the commercial growth of Market Street. Second, this thesis will examine the continuing process of the redevelopment of Market Street East, beginning with the birth of the renaissance on Market Street East, the Better Philadelphia Exhibition, designed by Edmund N. Bacon and Oskar Stonorov in 1947. It will continue with the evolution of this plan for Market Street East, with the construction of a regional rail center and urban shopping complex. Finally, it will examine the construction of the Pennsylvania Convention Center and the accompanying Marriott Hotel and projects proposed for the future.

The information collected in this investigation will then be assessed in order to determine how particular historically significant structures on Market



Street East today were affected by and contributed to this redevelopment process. By assessing the affects on these buildings, as well as the buildings demolished in the process, this thesis will illustrate the attitudinal changes toward historic preservation in the redevelopment process. This thesis will conclude with a discussion of the co-existence of the redevelopment and historic preservation processes.



### **1.3. Methodology**

Many different sources were used to amass information about the redevelopment process on Market Street East. One very useful source was the many versions of the plans for Market Street East produced by the City Planning Commission from 1958 to 1996.<sup>1</sup> A second source was the planning study, Market Street East: An Urban Design Case Study, prepared in 1979 by Maureen Carlson, Michael Harrison, Ross Styles, Brian Turnbull, and Hank Liu for the Graduate School of Fine Arts at the University of Pennsylvania. This case study summarizes the progress of the redevelopment process until 1979; newspaper and journal articles were very useful in supplying information on the project up to the present. Lastly, personal interviews with some of the major figures in the initial planning of the redevelopment of Market Street East were helpful in understanding the reasons behind some of the decisions but not published. Those interviewed include G. Holmes Perkins, former Chairman of the City Planning Commission, Edmund N. Bacon, former Executive Director of the City Planning Commission, and Richard Tyler, Director of the Historical Commission. All of these sources contributed greatly to the information provided in this thesis.

After all of this information was collected, parameters were set to focus the scope of this thesis. This thesis will focus of the section of Market Street, between Seventh Street to the east and Thirteenth Street to the west. These limits were chosen because they were the same boundaries originally set for

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<sup>1</sup>An annotated chronology of these plans is located in Appendix A of this thesis.



the redevelopment by the Philadelphia City Planning Commission in their 1958 plan, "Market East Plaza." While subsequent plans, such as their 1960 plan, Center City, Philadelphia, consider the target area to include areas to the north and south of Market Street, those areas are beyond the scope of this thesis. However, The Pennsylvania Convention Center, which was constructed to the north of Market Street East as defined, will be included in this study because of its profound effect on the historic structures and the recent redevelopment of Market Street East.

This thesis is organized into three sections. The first section, Chapter Two, will outline the history of Market Street as a commercial center, and summarize the redevelopment efforts on Market Street East from 1947 through April, 1997. Chapter Three will specifically analyze the evolution of this redevelopment in terms of the historic structures affected by the process. Five buildings have been chosen to illustrate these effects: Lit Brothers Department Store, Gimbels Department Store, the PSFS Building, John Wanamaker Department Store, and the Reading Terminal Train Shed and Headhouse. These five examples were chosen because they clearly illustrate the positive and negative effects of the redevelopment process on historically significant structures as well as demonstrate the potential for partnerships between urban redevelopment and historic preservation. Lastly, Chapter Four will discuss the co-existence of urban redevelopment and historic preservation as being mutually beneficial processes, using the Market Street East experience as an example.



# **Background**

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**Chapter Two**



## A. History of Philadelphia

Pennsylvania was created from a land grant of 45,000 square miles, given by Charles II of England to William Penn.<sup>2</sup> Penn came to his new colony, which was named for his family, to create a new city. He arrived in November of 1682 with an idea for a city called Philadelphia, in his new colony called Pennsylvania, that would be his "holy experiment."<sup>3</sup> Penn's new city would be divided into four quadrants, with an eight-acre square park at the center of each and a fifth park of ten acres at the center of the entire plan. Penn's idea for a "Green Country Towne" was the opposite of London's crowded streets which were always threatened by fire. The generous amount of open space helped prevent the rapid spread of fire through the city as well as allowed for a common use area for all citizens<sup>4</sup>.

Penn's plan for the city was very rational, as was his plan for the government of his new colony. As a Quaker, Penn had a high regard for human life and personal freedom, and these ideals were reflected in the government he established. In fact, many of these ideals are the basis for the democratic government established in Penn's Philadelphia for the entire nation in the late Eighteenth century.<sup>5</sup>

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<sup>2</sup>Martin P. Snyder. City of Independence (New York: Praeger Publishers, 1975) p. 15.

<sup>3</sup>John Guinther. A Dream for the Keeping (Tulsa, Ok.: Continental Heritage Press, 1982) p. 29. Penn was the largest landowner in the colonies. The name for his colony, Pennsylvania, meant Penn's Woods and the name for his City, Philadelphia, was Greek for brotherly love.

<sup>4</sup>Richard Saul Wurman and John Andrew Gallery. Man-Made Philadelphia. A Guide to its Physical and Cultural Environment (Cambridge, Ma.: The MIT Press, 1972) p. 79.

<sup>5</sup>Guinther, p. 14 . According to Martin Snyder in City of Independence, (p. 15) since Penn's 45,000 acre asset was not a liquid asset , it was in his interest to sell off the property for cash. Snyder infers that Penn became a "real-estate promoter and developer on a colossal scale" and to entice people to buy in his new colony, he offered "escape from religious intolerance."



Penn's plan for Philadelphia was developed by his surveyor Thomas Holmes in 1683. This plan sandwiched the city on a peninsula between two rivers, the Delaware and Schuylkill, at their narrowest point. Holmes' plan for the city was a rectangle of 1,280 acres, with the eastern and western boundaries being the two rivers and the northern and southern boundaries being today's Vine Street and South Street respectively.<sup>6</sup> Philadelphia became a "city" in Penn's Charter of 1691.<sup>7</sup>

The plan for the city was in the form of a grid. This grid included two boulevards that would serve as main axes for the city.<sup>8</sup> Each of these streets was to approximate the cardinal directions of the compass. The north-south artery was named Broad Street and the east-west artery, which stretched from the Delaware to the Schuylkill River, was named High Street. These main arteries, along with all of the major streets of Penn's grid, remain intact today. High Street, at 100 feet wide, had twice the expanse of the other streets running in an east-west direction, which allowed for an easier flow of traffic and therefore, the markets and the people congregated there.<sup>9</sup> Commercial activity began on High Street at Front Street and grew west, to Center Square. Market Street acquired its name from the High Street Market which stretched

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<sup>6</sup>Wurman and Gallery, p. 79.

<sup>7</sup>Snyder, p. 16.

<sup>8</sup>Wurman and Gallery, p. 79. Initially, Penn had intended that the houses of the city would be situated in the center of each city block. Holmes' plan for the city differed from Penn's intention. The city plan was a grid system with narrow lots. In order to compensate for these narrow lots, each purchaser was given a large lot for free in the Liberty Lands to the north.

<sup>9</sup>Wurman and Gallery, p. 6.



down the middle of the street from Front Street to the west.<sup>10</sup> High Street was officially renamed Market Street in 1853, as it is known today.<sup>11</sup> Although the street name was not changed until 1853, the influence of its commercial importance was evident as early as 1777, with maps labeling the street as "High or Market Street."<sup>12</sup> It was appropriately renamed because Market Street would be the center of retail and commerce for the City for centuries to come.

Market Street began as a trade area in the east, near the Delaware River. This market was populated by Philadelphia residents as well as customers from southern New Jersey, who arrived by ferry. The port was active and Market Street prospered. The market continued to grow west, toward the center square. Major department stores built landmark buildings to sell their wares. These department stores included famous names like John Wanamaker, Strawbridge & Clothier, Gimbels, Snellenburg's and Lit Brothers.<sup>13</sup> The introduction of the streetcar into the city helped the department stores and the entire urban center to grow and prosper. According to Kenneth Jackson's Crabgrass Frontier, giant merchants such as Wanamaker and Gimbel could

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<sup>10</sup>Robert F. Looney. Old Philadelphia in Early Photographs 1839-1914 (New York: Dover Publications, Inc., 1976) p.72-73. The first market was built on High Street at the waterfront in 1683. The sheds continued until they extended as far as Eighteenth Street in the 1850's. The sheds were eventually replaced by streetcar tracks.

<sup>11</sup>Jefferson M. Moak. Philadelphia Street Name Changes (Philadelphia: Chestnut Hill Almanac, 1996)

<sup>12</sup>Snyder, p. 122. Among the many maps included in this book, the 1777 "A Plan of the City of Philadelphia," an engraving attributed to John Norman, labels High Street as "High or Market Street".

<sup>13</sup>Kenneth T. Jackson. Crabgrass Frontier. The Suburbanization of the United States (New York: Oxford University Press, 1985) pp. 114-115. When John Wanamaker moved his store to into the old train depot at the corner of Market and Thirteenth Streets in 1874, the commercial center was to the east, near Sixth Street. By 1900, Wanamaker's was the center of commerce in Philadelphia.



not have succeeded without the assistance of an efficient transit system.<sup>14</sup> The markets for which Market Street was named were quickly replaced by a streetcar system which helped this commercial center to thrive. (See Illustrations 1 & 2)

Over the years, Market Street was served by the ferry at a port on the Delaware River as well as by the suburban railroad lines, which entered the City at the Reading Terminal, at Market and Twelfth Streets. The Market Street Subway, constructed in 1908, also served as a major link to the West Philadelphia suburbs. This subway, which was "straddled" by the major retailers, in conjunction with the railroad and streetcar systems, helped to bring people from all over the region to the downtown commercial core.<sup>15</sup> Although Market Street continued to prosper, this dynamic of bringing people into the city was altered in 1926, with the construction of the Benjamin Franklin Bridge.<sup>16</sup> This new bridge rerouted the traffic from New Jersey north of Market Street, diverting business away from Market Street. While this bridge and the new expressway were intended to facilitate the commute into the city,

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<sup>14</sup> Jackson, Kenneth p. 114. Jackson credits the streetcar systems with bringing people from all parts of the city to the commercial center.

<sup>15</sup> Warner, Sam Bass, The Private City. Philadelphia in Three Periods of Growth, second edition. Philadelphia: University of Pennsylvania, 1989, p. 190. Warner emphasizes the importance of the transit system in the success of the retail core of the city. He also notes that the modern mass-transit system grew out of the original omnibus and horse car lines of the 1830's and 1850's. Kenneth T. Jackson also notes in Crabgrass Frontier that the success of the major retailers such as John Wanamaker and Gimbel could not have been possible without the "aid of an efficient transit system." (p. 114) This same emphasis on the importance of an efficient transit system in a successful urban center will be seen in the Philadelphia City Planning Commission's plans for Philadelphia in the 960's, specifically, the plans for Penn Center and Market Street east.

<sup>16</sup> Julie P. Curson, A Guide's Guide to Philadelphia (Philadelphia: Curson House, Inc., 1991) The Bridge was originally known as the Delaware Bridge.



business owners soon came to realize that it worked in the reverse as well, expediting the trip out to the suburban areas.

Market Street began to decline in the 1930's as a commercial center, but it is important to realize that since Philadelphia's birth, Market Street has always been a major focus of the city.<sup>17</sup> Not only is Market Street the commercial core of the city but it has been called the "most historic highway in America." Market Street deserves this distinction for many reasons, many of which are presented in Joseph Jackson's book, America's Most Historic Highway: Market Street Philadelphia.<sup>18</sup> Among the reasons Jackson gives for this distinction are that the Declaration of Independence was written here, and the identification of electricity with lightening was discovered here.<sup>19</sup> The President's House was also located just south of Market Street on the west side of Ninth Street. President Washington delivered an address from the house on the occasion of the completion of the first floor, however, no United States President ever occupied the house. When the federal government moved to Washington, DC. in March of 1800, the University of Pennsylvania moved into the building.<sup>20</sup>

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<sup>17</sup>"Philadelphia Plans Again," Architectural Forum 84 (December 947), p. 66. This article notes that industry began to move away from the city an 'dingy' streets were prominent. In response, a group of citizens formed "The City Policy Committee" in 1940 to help reverse the trend. They joined with "The Lawyer's Council on Civic Affairs" to form the Joint Committee on Planning, the predecessor to the official City Planning Commission.

<sup>18</sup>Joseph Jackson. America's Most Historic Highway: Market Street, Philadelphia (Philadelphia: John Wanamaker, 1926) It was originally published in a an "expensive and limited edition" under the title, Market Street, Philadelphia, The Most Historic Highway in America. The work was originally printed as a serial in the Sunday Edition of the Philadelphia Public Ledger.

<sup>19</sup>Jackson, Joseph, p. viii. The Declaration of Independence was written by Thomas Jefferson in the Graff House, at the southwest corner of Seventh and Market Streets. A facsimile of the original house now stands on that site, as part of Independence National Historical Park.

<sup>20</sup>Jackson, Joseph, pp. 253-254.



The rich history of Market Street as a commercial center was commemorated in 1984 through the nomination of the East Center City Commercial Historic District.<sup>21</sup> This district includes the area of Center City bound by Market Street to the north, Sixth Street to the east, Locust Street to the south, and Juniper Street to the west. This district was nominated for its significance in being the "space where retailing and business were concentrated in Philadelphia during the 19th and early 20th centuries."<sup>22</sup> This district was not only recognized for its cultural significance as a commercial center but for its architectural significance as well. The nomination also noted that, "the district shows the development of commercial architecture in Philadelphia... without skipping a beat."<sup>23</sup> While the development of the entire district is significant to the history of Philadelphia, the nomination makes a special note about the presence of Philadelphia's major businessmen on Market Street East such as John Wanamaker, Justus Strawbridge and Jacob Lit.<sup>24</sup> Their decision to develop their retail establishments in the vicinity of Eighth and Market

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<sup>21</sup>*National Register of Historic Places Inventory-Nomination Form*, East Center City Commercial Historic District, in Center City, Downtown Philadelphia, prepared in 1984 by George Thomas. The boundaries of this district only contains two blocks of Market Street East, from Seventh to Ninth Streets.

<sup>22</sup>*Ibid.*, Section 8.

<sup>23</sup>*Ibid.*, Section 7. The description of the district includes an inventory of all of the structures in the district listed in three categories: Significant, Contributing and Intrusion. Of the buildings listed on Market Street East, the most notable are Lit Brothers, Sterns Department Store, and Strawbridge & Clothier as being Significant and the subway entrance by Mitchell/Giurgola on the south east corner of Eighth and Market Streets, the reconstructed Graff House at the corner of Seventh and Market Streets, and the Gallery at Eighth and Market Streets as being Intrusions.

<sup>24</sup>Jackson, Joseph, pp. 187, 280. Wanamaker opened his first store, Wanamaker & Brown, at the southwest corner of Sixth and Market Streets, in Oak Hall. Wanamaker opened his business at his current site in 1874, building his landmark building from 1902-1911. (This date was taken from Philadelphia Architecture. A Guide to the City, by the Group for Environmental Education and John Andrew Gallery, ed. Philadelphia: Foundation for Architecture, 1994, p. 85.)



Streets influenced retail development in the city for years, most recently with the Gallery I and Gallery II developments, linking these retail institutions with new stores.

Unfortunately, a rich history did not prevent this commercial center from declining. In an effort to rectify the decline and other problems affecting the Market Street East, the Philadelphia City Planning Commission undertook an involved redevelopment project, with the purpose of reversing the urban blight, including the decline of businesses and the physical decline of the buildings and streetscape, encroaching upon the area. While the Commission was responsible for the plan, the Redevelopment Authority of Philadelphia and the Market East Development Corporation were responsible for the detailed planning and implementation of the project.<sup>25</sup>

The illustrations on the next page provide a glimpse at the Philadelphia at the first turn of this century.

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<sup>25</sup>Walter D'Alessio, interview with the author, Offices of Legg Mason Real Estate Services, 23 April 1997.





III. 1. Northwest corner of Market and Twelfth Streets, 1911  
Hotel Vendig on the left and the corner of the Reading Terminal Headhouse to the right.



III. 2. View of Market Street to the east  
Lits is down the street on the left and Gimbel's, on the immediate right.



## 2.2.1 Market Street East in 1947

Market Street East appeared differently in 1947 than it does today. While it contained many of the historically significant structures that exist today, such as the PSFS Building, the Reading Terminal Headhouse and the department stores, the economic climate was very different. The need to rejuvenate this commercial core was recognized. Appropriately, the Better Philadelphia Exhibition of 1947, which began the entire redevelopment process, was held on Market Street East, in the old Gimbels Department Store at Ninth Street. However, according to the City Planning Commission, the street was in a desperate state of decline.

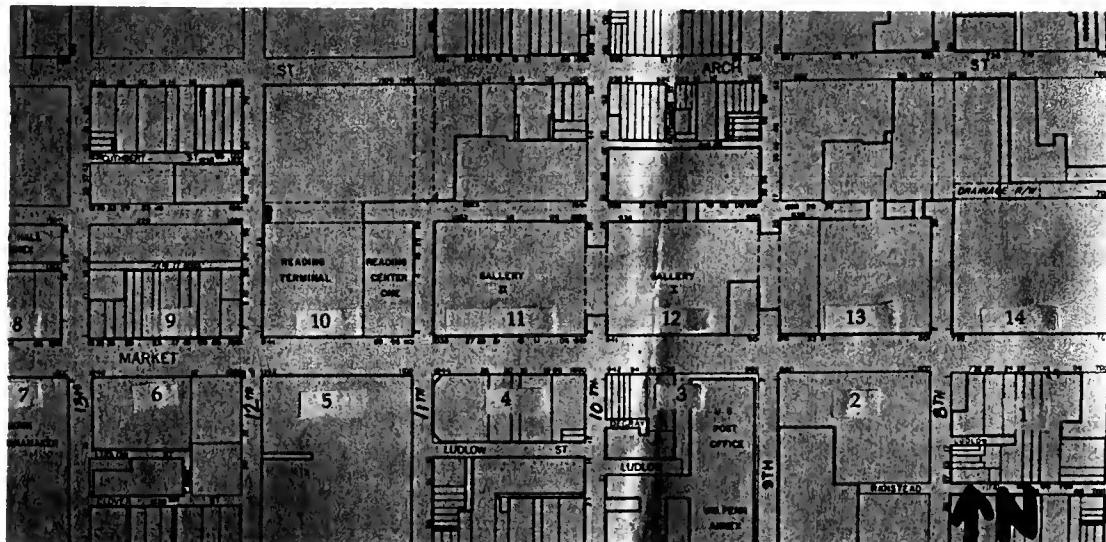
Many buildings existing today graced the blocks of this street in 1947. These buildings included the Reading Terminal Headhouse, Strawbridge & Clothier Department Store, John Wanamaker Department Store, the PSFS Building, Lit Brothers Department Store, and the Sovereign Building. All of these businesses were vital at the time of the exhibition and therefore, were considered as positive contributions to the streetscape. There were many other buildings that have since been demolished. These include Snellenburg's Department Store, Gimbels Department Store, and the Bond Hotel (earlier called the Vendig).<sup>26</sup> Market Street also had many theaters

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<sup>26</sup>Philadelphia City Planning Commission. "Market East Plaza," 1958. The redevelopment projects were concentrated on the north side of Market Street, where the greatest amount of blighted areas existed; it was hoped that any areas on the south side would be developed by private investors. Therefore, it is ironic to realize that many of the major buildings that were demolished on Market Street East during the course of the redevelopment were located on the south side of the street, such as Gimbels. Perhaps it can be concluded that the redevelopment on the north side was not enough to inspire strictly private investment on the south side.



including the Palace at 1214 Market, the Savoy across the street at 1211, the Victoria Theater at 913 and the Earle, the most expensive theater ever when it was constructed in 1924 at the southeast corner of Eleventh and Market Streets.<sup>27</sup> Many small shops existed on both sides of Market Street that were vacant or in need of repair. While many of these buildings existed, the worst sections, which were targeted for redevelopment by the Better Philadelphia Exhibition were those on the north side of Market Street, between Ninth and Thirteenth Streets.



III. 3: Site Plan of Market Street, c. 1947

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. Hot Dog Stand, Sterns Sovereign Building</li> <li>2. Gimbels</li> <li>3. Post Office, low density retail</li> <li>4. Earle Theater</li> <li>5. Snellenburg's</li> <li>6. PSFS, Palace Theater</li> <li>7. John Wanamaker</li> </ol> | <ol style="list-style-type: none"> <li>8. One East Penn Center, City Hall Annex<br/>low density commercial</li> <li>9. Savoy Theater, Bond Hotel, McCrory's</li> <li>10. Reading Terminal Headhouse, Train Shed</li> <li>11. Charles C. Harrison Building</li> <li>12. Victoria Theater</li> <li>13. Strawbridge &amp; Clothier</li> <li>14. Lit Brothers</li> </ol> |
|---|--|

<sup>27</sup>Irwin R. Glazer, *Philadelphia Theaters. A Pictorial Architectural History* (New York: The Athenaeum of Philadelphia and Dover Publications, Inc., 1994) pp. 5, 9, 35-40, and 83.



While many of the prominent buildings of today were just as significant then, it was the character of the streetscape that differed greatly. Many of the facades were narrower as they had historically been. The largest continuous facade was Lit Brothers Department Store. While the facade of the store encompassed an entire city block, it consisted of smaller individual facades painted white to present a unified front. While this facade was enormous for the day, the window and door openings, as well as the bays of the facade, helped it to remain consistent with the rest of the streetscape. Strawbridge & Clothier, Gimbel's Department Store, John Wanamaker Department Store, and the Reading Terminal Head House also had large facades taking up almost an entire city block but again, these facades related to the streetscape in proportion.

In 1947, the PSFS building, widely regarded as the first International Style Skyscraper in the world, was almost twenty years old. Its influence could be seen in the streetscape. The Reading Terminal Headhouse, which was located diagonally across from the PSFS Building, added a curved, modern facade, perhaps in response to the sleek corner of the PSFS Building. This alteration, like many things in the redevelopment process, was a response to the attitude of the times, an attitude that did not recognize the Reading Terminal Headhouse as a significant piece of architecture.

The sense of a varied, yet unified streetscape would change in the following decades through the efforts of the redevelopment. For example, the new Gallery shopping mall, which necessitated the demolition of the Harrison Building at Tenth and Market Streets among many other buildings, created a



series of structures which would violate the street's previous sense of scale.<sup>28</sup> While these buildings were intended to provide a unified front on the north side of Market Street East, they succeeded in obliterating all sense of human proportion. The building at 1234 Market Street East would also have a similar effect. Another drastic change in the streetscape was the demolition of the Gimbel's Building and its replacement, an ungraded parking lot. This lot creates an enormous void in what was at one time a very dense urban space.



III. 4. Charles C. Harrison Building, 1001-1005 Market Street, April 12, 1960  
Cope & Stewardson, Architects, Built 1893

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<sup>28</sup>Philadelphia Historical Commission, Market Street Block files, folder #17.



The physical street would also change over the succeeding decades. The Market Street East of 1947 had a median running down its center. The sidewalks were also narrower and the street had few trees, which contributed to the unattractiveness of the street to shoppers and pedestrians alike. The character of the street itself would be changed in the late 1980's to add "urban amenities for shoppers and people doing business on the street."<sup>29</sup>



III. 5: Northwest corner of Twelfth and Market Streets  
Bond Hotel and corner of Reading Terminal Headhouse with alteration

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<sup>29</sup>Tom Werner, "Market Street East Is Coming Into Its Own," Delaware Valley Business Digest, Vol. 11, No. 2, Sect. 1, p. 41, February 1987.



## 2.2.2. The Market Street East Redevelopment Process

The decision to revitalize Market Street East was a reaction to the growing economic and social decline in the immediate area. Many factors contributed to this decline. One factor was the construction of the Benjamin Franklin Bridge in 1930. Historically, visitors to Philadelphia entered the City at the base of Market Street. The visitors then proceeded west on the street, either on foot or by trolley that stretched from Front Street to the west. When the bridge was built, this dynamic was altered drastically. Not only was the ferry service from New Jersey discontinued, but much of the regional traffic now entered the city at Sixth and Callowhill Streets, three blocks north of Market Street. Naturally, this diversion of traffic was detrimental to the retail core of the city.

A second factor contributing to the decline of Market Street East was the growing trend toward decentralization. While the Benjamin Franklin Bridge specifically diverted visitors from Market Street, it did make the city as a whole easier to reach. Conversely, the bridge and the accompanying highways also made it easier to leave the city. This was just one part of the trend toward decentralization experienced in the first half of this century. Many people began moving out of the city for a "better life" in the suburbs. This decentralization left a hole in the retail market of many urban centers, including Philadelphia. As Sam Bass Warner recognizes in his book The Private City, Philadelphia was a victim of this national trend toward suburbanization after the Second World War, leaving a "dispersed urban



region" with a "less-dense, less all-encompassing inner core."<sup>30</sup> Ironically, this decentralization of the 1950's was aided by the same transportation system that proved to be such an asset to Market Street East in the early Twentieth Century and is still viable today.<sup>31</sup>

The third contributing factor to the decline of Market Street East was the continuing westward growth of the City. Since William Penn first began his city, it grew from the east, expanding westward. This trend of westward expansion, which naturally happened throughout the country, continued in Philadelphia well into the twentieth century. One major contribution to the westward growth of Philadelphia was the concentration of the regional rail lines west of Broad Street. When 30th Street Station was built, relocating the rail line from Broad Street Station fifteen blocks west, the focus of regional rail traffic shifted as well. Additionally, Suburban Station, which serviced the Pennsylvania Railroad traffic, was located at Fifteenth and Arch Streets. According to G. Holmes Perkins, former Chairman of the Philadelphia City Planning Commission, this dynamic had much to do with the gradual decline of Market Street East.<sup>32</sup> The development of Penn Center, a multi-level transit and shopping core, encouraged investment in the area west of

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<sup>30</sup>Sam Bass Warner, The Private City. Philadelphia in Three Periods of Growth, Second Edition, Philadelphia: University of Pennsylvania Press, 1968, p. xiv.

<sup>31</sup>Warner, p. 190-192. Warner discusses how the major department stores of Market Street "straddle the City's first subway" which was created by a private syndicate in 1908 to link the central city to the commuter suburbs, namely West Philadelphia.

<sup>32</sup>G. Holmes Perkins, interview by author, Rare Books Room of the Fisher Fine Arts Library at the University of Pennsylvania, Philadelphia, Pa., 24 February 1997. In this interview, Perkins listed three factors contributing to the decline of Market Street East: decentralization, the construction of the Benjamin Franklin Bridge and the concentration of rail transportation west of City Hall.



City Hall, which also contributed to the decline on Market Street East.<sup>33</sup> However, this problem would be addressed with the construction of the Center City Commuter Connection, a train tunnel linking the Reading Railroad and Pennsylvania Railroad regional lines.<sup>34</sup> This commuter rail tunnel would not only connect the two major regional rail lines, but it would have its major station at Eleventh and Market Streets, potentially bringing all regional commuters directly to Market Street East.

Market Street East, long the commercial center of Philadelphia, had been in a state of decline, along with much of the city. After World War II, a group of young professionals took it upon themselves to help improve the city. The redevelopment of Market Street East and all of Philadelphia began with the Better Philadelphia Exhibition of 1947.<sup>35</sup> This exhibition, which was organized by architects Oskar Stonorov and Edmund Bacon, was displayed

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<sup>33</sup>Edmund N. Bacon, Design of Cities, Revised Edition. (New York: Viking Penguin Inc., 1967, reprint New York: Penguin Books, 1974) (Page citations are to the reprint edition) pp. 272-279 In his book, Bacon describes the motivation behind the design of Penn Center, which ultimately led to the multi-level designs for Market Street East. At the heart of Bacon's design was the need for the separation of movement in three dimensions. This multi-level plan included separate planes for mass transit, or the subway, another plane for shopping and the pedestrian, one level below street level, and a plane for vehicular traffic at street level. The street plane was punctuated at intervals to allow for subterranean gardens as well as to permit sunlight to flow down to the pedestrian level. The Penn Central Project was developed by the Pennsylvania Railroad. All of the major buildings at Penn Center to the west of City Hall are linked at the subterranean level including, the Municipal Services Building, Suburban Station, One Penn Center, the Core States Tower and City Hall, with the plaza to the west of City Hall serving as the major entrance to the subterranean level.

<sup>34</sup>Old Philadelphia Development Corporation, Twenty-First Annual Report, 1977, p 7. They estimated that the Center City Commuter Connection would be completed in 1982, "adding to the excitement on Market Street East."

<sup>35</sup>G. Holmes Perkins, "Philadelphia Phoenix: Postwar Civic Renaissance and the Philadelphia School," in Drawing Toward Building: Philadelphia Architectural Graphics 1732-1986. Philadelphia: University of Pennsylvania Press, 1986, 204. Perkins reaffirmed his belief that the redevelopment of Market Street East began with the Better Philadelphia Exhibition of 1947.



before hundreds of thousands of Philadelphia citizens on an entire floor of the Gimbel's Department Store, then at the southeast corner of Ninth and Market Streets. Bacon and Stonorov donated their time and talent, and Arthur C. Kaufmann of Gimbel's the exhibit space, all in an effort to spark in the people of Philadelphia a desire for a better city.<sup>36</sup> The exhibition was intended to show the citizens that with a few additional tax dollars, Philadelphia could be a better place for them and their children to live. Apparently, the exhibit had an overwhelming impact because, of the visitors surveyed at the exhibition, approximately 90% would have been willing to provide the additional tax dollars to see the plans realized.<sup>37</sup> This exhibition included improvement plans for many areas of the city, including Society Hill, Independence Hall, Penn's Landing, Penn Center and Market Street East. These plans were further outlined by the Old Philadelphia Development Corporation under the direction of Mayor Dilworth in 1956.<sup>38</sup> The City was able to complete many of them prior to beginning the work on Market Street East.<sup>39</sup>

The first redevelopment project, the creation of Independence National Historical Park, was executed primarily by the Federal Government under the direction of the National Park Service. During the course of this project,

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<sup>36</sup>John Guinther, Philadelphia: A Dream for the Keeping (Tulsa, Ok.: Continental Heritage Press, Inc., 1982) p. 151. Gimbel's Department Store was then located at the southeast corner of Ninth and Market Streets. It was approximated that over 400,000 people visited the exhibition.

<sup>37</sup>Guinther, p. 151.

<sup>38</sup>Maureen Carlson, Michael Harrison, Ross Styles, Brian Turnbull and Hank Liu. "Market Street East: An Urban Design Case Study." Urban Design Case Study Course, University of Pennsylvania, Spring 1979, p. 74.

<sup>39</sup>"Philadelphia Plans Again," The Architectural Forum, 84, (December 1947): 65-88.



which Bacon endorsed, a great many buildings were demolished to create a park atmosphere similar to the Mall in Washington, D.C. for the remaining shrines to democracy, between Fifth and Sixth Streets from Race Street south to Chestnut Street. The project also extended the park from Sixth Street east, to the east side of Third Street.

The next renewal project in Philadelphia concentrated on the area to the east of Independence National Historical Park and south of Market Street, known as Society Hill. The City of Philadelphia took an area that was once considered a ghetto, and through the use of eminent domain and federal funding, transformed the area into one of the most desirable residential neighborhoods in the country. A major part of this project was the Society Hill Towers, a modern apartment complex of three towers designed by architect Ieoh Ming Pei. (See Ill. 6)

While Bacon was responsible for the original site plan of the area as the Executive Director of the City Planning Commission, it was Pei's idea to create a series of townhouses which would act as a buffer between the modern towers and the historic residential area.<sup>40</sup> The towers also recognized their historic context by incorporating a facade design similar to the rhythm of the 12-light windows of the historic buildings<sup>41</sup>

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<sup>40</sup>Bacon,p. 265. The original design for Society Hill included in the Better Philadelphia Exhibition of 1947 was created by Edmund Bacon. His design incorporated a series of low-rise building slabs on the site which, in Bacon's own words, "failed to provide any elegance or order to the area." The plan progressed until Pei's design was chosen in 1960. Pei proposed five towers in all, three at Second and Spruce Streets and two more to the east of Washington Square Park on Sixth Street. The major breakthrough with Pei's design was the incorporation of three-story townhomes as a buffer between the towers and the colonial homes of Society Hill.

<sup>41</sup>Bacon, p. 297.



Another precursor to the Market Street East Redevelopment project was the large scale project to the west of City Hall, Penn Center. This project was made possible by the demolition of the above-ground train station for the Penn Central Railroad Line between Market Street and John F. Kennedy Boulevard, known as the Chinese Wall.<sup>42</sup> Again under the direction of Edmund Bacon, the Philadelphia City Planning Commission managed the execution of a radical new pedestrian-transportation center at the intersection of Market and Fifteenth Streets. Bacon's design created a multi-level complex, incorporating subterranean pedestrian streets, giving commuters access to the subway and regional rail lines below the street. This pedestrian street was partially open to the sky through a series of grand staircases and gardens. Though the project was not executed to the extent to which it was originally planned, it was successful in creating an underground pedestrian shopping street, which connected Suburban Station with the Market-Frankfort Subway Station beneath City Hall.<sup>43</sup> This idea for simultaneous movement through the separation of movement systems, such as mass transit, vehicular traffic and the pedestrian, was a radically different approach in urban design at the time.<sup>44</sup> According to Bacon, until the 1950's, urban

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<sup>42</sup>Walter D'Alessio, interview with the author, Offices of Legg Mason Real Estate Services, 23 April 1997

<sup>43</sup>Arun Jain "The Underground Concourse System in Philadelphia," (Philadelphia: Urban Design Program, University of Pennsylvania, 1986) For a more thorough discussion on the concourse system in Philadelphia, which connects Penn Center and Market Street East, see Chapter 5 of Arun's graduate thesis.

<sup>44</sup>Bacon, pp. 252-253. Bacon recognized that the city and the region were growing and would continue to do so. His goal was to unify the different methods of movement into a cohesive unit, in a hierarchy of essentials and nonessentials. In speaking about mass transit, vehicular traffic and the pedestrian, Bacon said, "All these movement systems must be thought of simultaneously if the region is to produce the impression of a coherent whole," p. 252



designers had thought about movement systems separately. Penn Center gave Bacon the opportunity to coordinate complex movement systems into a cohesive unit. Through the Penn Center project, Edmund Bacon and his Philadelphia City Planning Commission were able to work out the "bugs", and to later go a step further with the future Market Street East redevelopment project.



III. 6: Society Hill Towers with townhouses in foreground  
I. M. Pei and Associates, Architects, 1962.





III. 7: Penn Center at Market Street and City Hall west, from the north. The subterranean garden, seen in the far right, punctures the street level, providing access to direct sunlight to the shops in Penn Center below. The entrance to the concourse level on Arch Street, in the foreground, is cut into the surface of the street, merging the two levels with the plaza above.



A new plan for Center City Philadelphia was considered as an academic exercise for a long time before it was actually approached by the City's agencies. As the city grew, it became evident that the grid plan, designed by Thomas Holmes and implemented by William Penn, was not sufficient for the transportation systems and lifestyles of the Twentieth century. Architect Louis Kahn analyzed his ideas for transportation systems in the city in the 1950's.<sup>45</sup> In 1951, Kahn was appointed to the Committee on Municipal Improvements of the Philadelphia AIA by Chairman Edward Krimmel. Among the committee members were Oskar Stonorov, W. Pope Barney and Edmund Bacon. It was during this time that Kahn developed his ideas for an urban traffic system, segregating traffic by speed.<sup>46</sup>

Edmund Bacon, who would become the head of the City Planning Commission in the following decade, also began investigating ideas for the future of Philadelphia. One major focus of the time was the need to redevelop the regional railroad system which served the city. The first plans to materialize were "Market East Plaza: A New Center for Transportation and Commerce," of 1958 and "Center City Philadelphia: Major Elements of the Physical Development Plan for Center City," derived from the

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<sup>45</sup>David B. Brownlee and David G. DeLong, Louis I. Kahn: In the Realm of Architecture, (New York: Rizzoli International Publications, Inc., 1991) p. 54, pp. 304-314. In the interview with G. Holmes Perkins, former Chairman of the Philadelphia City Planning Commission and Dean of the Graduate School of Fine Arts at the University of Pennsylvania, Dean Perkins stated that, while Kahn's designs and projects for Philadelphia had no direct impact on the designs realized by the Philadelphia City Planning Commission, his ideas were influential to the planners at the time.

<sup>46</sup>Peter S. Reed, "Philadelphia Urban Design: Philadelphia Pennsylvania 1947-1962" in Brownlee and DeLong's Louis I. Kahn: In the realm of Architecture, (New York: Rizzoli International Publications, Inc., 1991.), pp. 304-314.



Comprehensive Plan for the City of Philadelphia of 1960, both produced by the Philadelphia City Planning Commission.<sup>47</sup>

The purpose of the 1958 plan for Market East Plaza was three-fold. First, it was to provide a solution to the city's traffic problem.<sup>48</sup> Second, it was to insure the "continued prosperity" of the existing businesses in the area and third, it was to stimulate new growth. This project was to cover the blocks between Ninth and Eleventh Streets on the north side of Market Street.

The physical plan for the project was to include identical structures which covered the entire lots of both blocks. The design of these structures was to be four towers, two on each lot, with parking behind it. A two-story structure, presumably with retail, would be between each set of office towers. The entire project would incorporate parking, a bus terminal, retail, a pedestrian link to Independence Mall above street level, and office space "in accordance with market demand." The entire plan was intended to coordinate pedestrian and vehicular movement, including automobiles and forms of mass transit. This project relied on the future existence of all five department stores: John Wanamaker, Snellenburg's, Gimbels, Strawbridge & Clothier, and Lit Brothers.<sup>49</sup> The plan was to use Market Street East as the eastern terminus of

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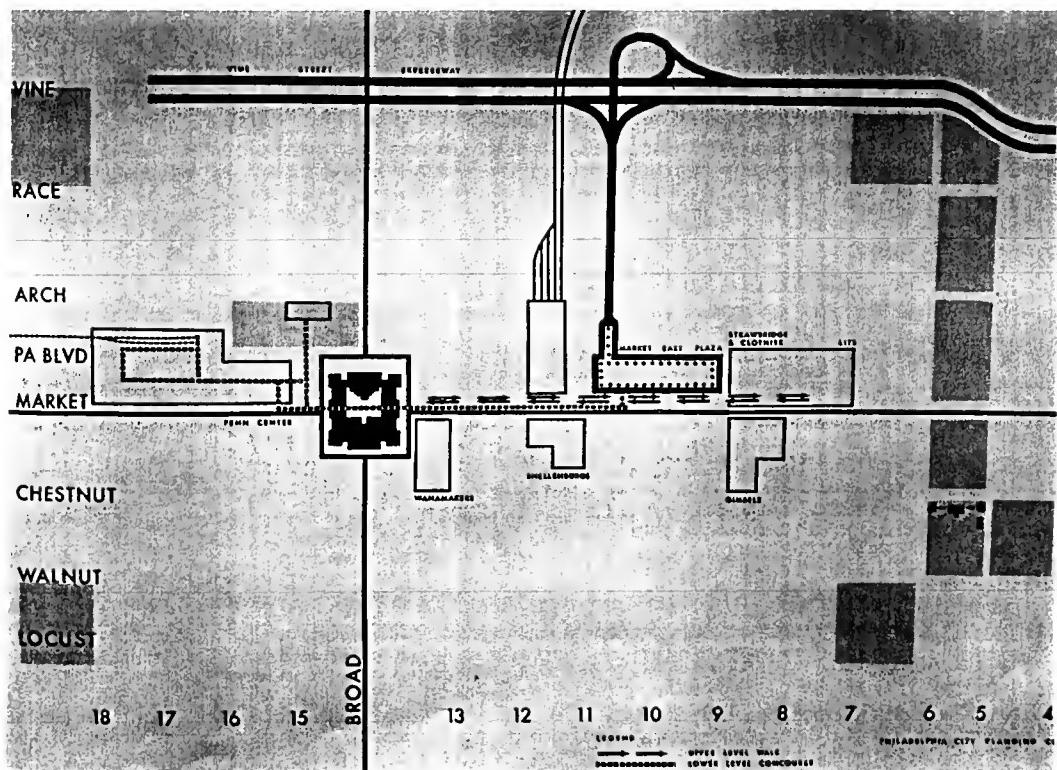
<sup>47</sup>For further information and these and other plans prepared for the redevelopment of Market Street East, see Appendix A of this thesis.

<sup>48</sup>Philadelphia City Planning Commission, "Market East Plaza: A New Center for Transportation and Commerce" (May 1958) p. 3. and "Center City Philadelphia: Major Elements of the Physical Development Plan for Center City," 1960.

<sup>49</sup>National Register of Historic Places Inventory-Nomination Form, "East Center City Commercial Historic District, in Center City, Downtown Philadelphia" prepared by George Thomas (1984) Section 7 pp. 1, 6. Sterns was also located on the south side of Market Street, between Seventh and Eighth Streets. After Gimbels (originally on the south side of Market



the Penn Center concourse, with the City Hall Loop in between.<sup>50</sup> Like Penn Center, portions of the Market Street East concourse were to be open to the sky. The interaction of the different levels of the plan was a very important aspect of the entire concept. The project called for demolition of the buildings on the two-block site. It did not yet call for the demolition of the Reading Terminal and Head House or the physical connection to the Strawbridge & Clothier Store. The project did however consider the importance of the continued success of the existing retail giants.<sup>51</sup>



III. 8: Site Plan, "Market East Plaza" 1958  
Five major department stores on Market Street East

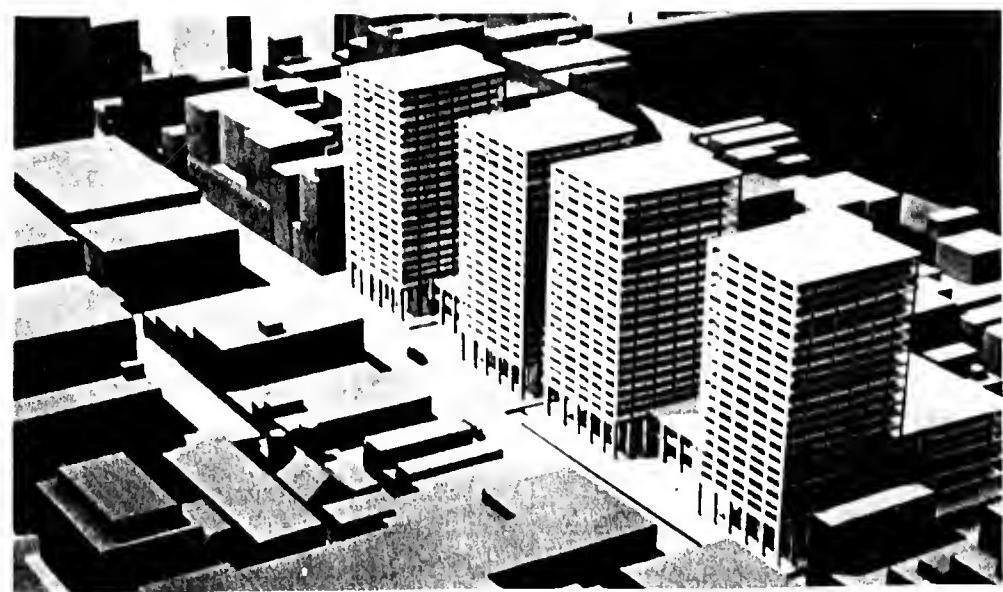
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between Eighth and Ninth Streets) closed in their new location on the north side of the street, Sterns moved into the space.

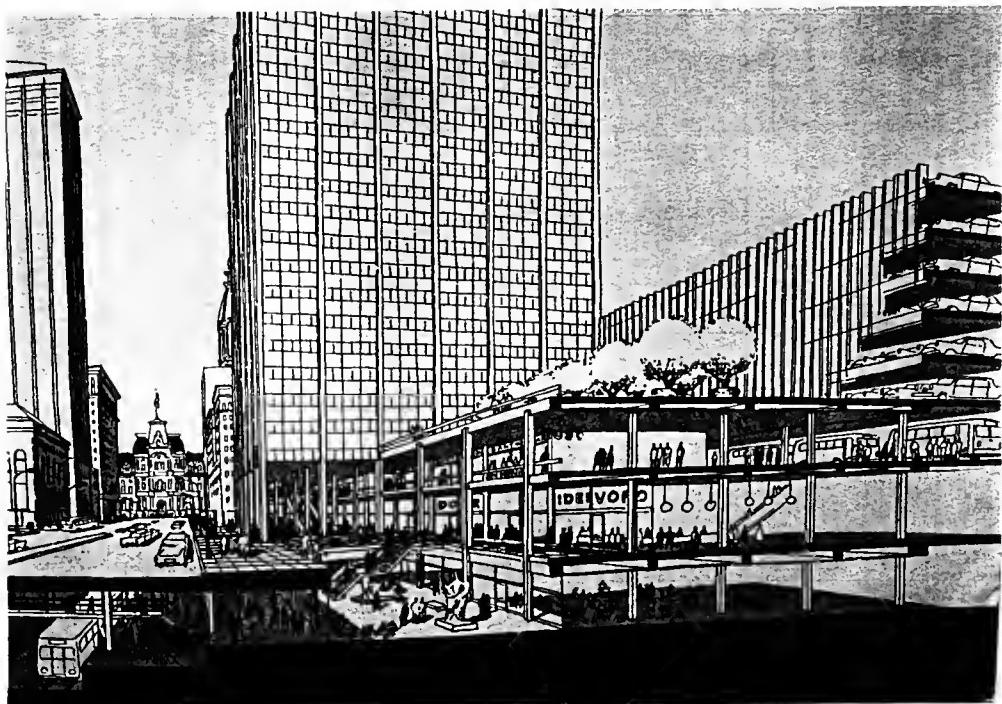
<sup>50</sup>Arun, p. 38

<sup>51</sup>Philadelphia City Planning Commission. "Market East Plaza" (1958) pp. 6-7.



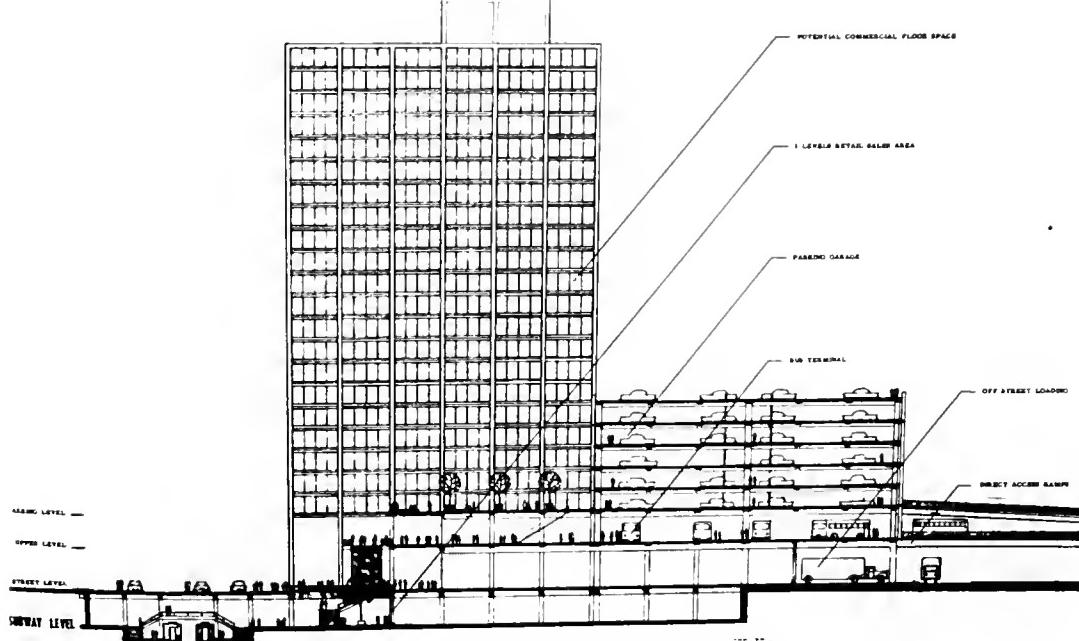


III. 9: Model, "Market East Plaza" 1958  
Set of two shopping complexes, each with two office towers  
Notice the Reading Terminal Headhouse remaining in the scheme

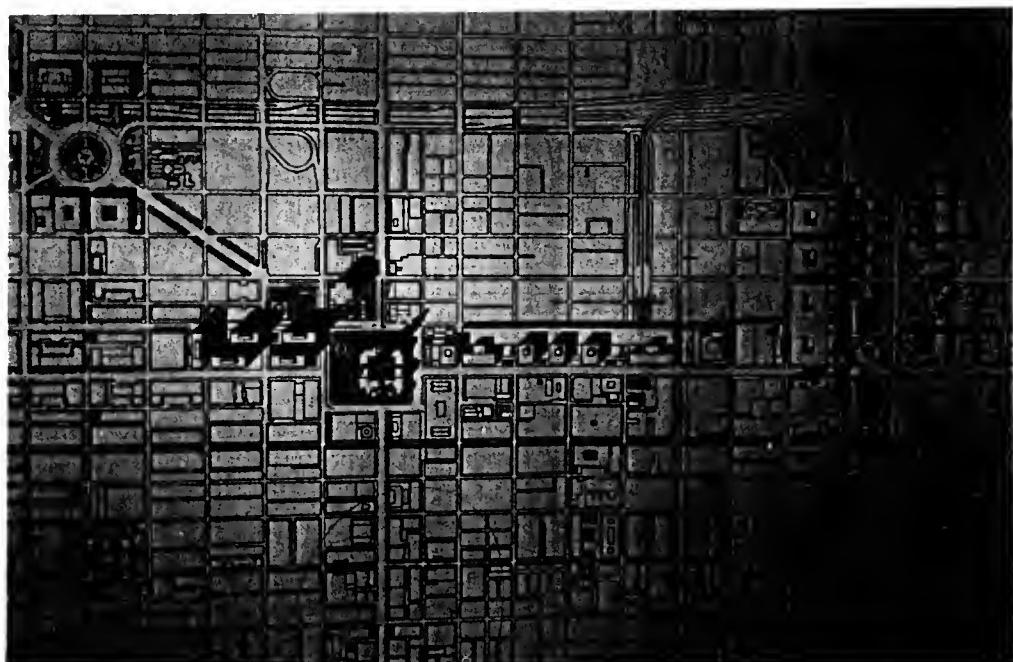


III. 10: Section and Perspective of Market East Plaza project, 1958  
Notice the incorporation of the subway and sunken garden entrances





III. 11: Cross section of Market East Plaza project  
detailed section of one of the complexes



III. 12: Site Plan, "Center City Philadelphia" 1960  
Market Street East with redevelopment scheme, Independence Mall to the east,  
Ben Franklin Bridge approach to the north, Penn Center to the west



This 1960 plan was one phase of the Comprehensive Plan for the city, concentrating on the physical development of Center City. While the plan is concerned with the entire Center City, this thesis is concerned with proposals for Market East, as well as the sections on the pedestrian and terminal facilities such as "stations and parking facilities directly related to the business and retail centers of the core."<sup>52</sup> This project was for a Market Street East, "which can ultimately grow into one of the nation's great shopping centers."

The project of 1960 incorporates plans for transportation, retail and commercial space, and pedestrian movement. It also contains, as an objective, a commuter connection for the two suburban rail lines serving the city. Physically, this plan calls for the construction of a series of new buildings on the north side of Market Street, from Ninth to Twelfth Streets. This new development would necessitate the demolition of all buildings on these blocks, including the Reading Terminal and Head House.<sup>53</sup> The City Planning Commission was aware of historically significant structures, they not include the Reading Terminal and Head House among them. The last of the five principles outlined as the basis for the plan includes, "Parks and open space to provide an appropriate and dignified setting for public buildings and historic shrines..."<sup>54</sup> The idea of the preservation of isolated shrines is one very different than the attitude toward historic preservation today.

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<sup>52</sup>Philadelphia City Planning Commission. "Center City, Philadelphia: Major Elements of the Physical Development Plan for Center City" (1960) p. 10.

<sup>53</sup>ibid., p. 3.

<sup>54</sup>ibid., p.2.



The formal redevelopment of Market Street East Philadelphia began with the creation of the Market Street East Committee. This committee was organized within the Old Philadelphia Development Corporation in 1962, with the purpose of bringing together the merchants of Market Street East in an effort to stop the "continued deterioration of this vital shopping area."<sup>55</sup> In January of 1962, this committee began the process of evaluating the problems of and proposing potential solutions for Market Street East. From the very beginning of this process, it was realized that, in order to reverse the blight plaguing Market Street East and to rejuvenate the retail center, a new approach to retail development was needed. This new approach was not only to incorporate the existing merchants and people of the City of Philadelphia but also to bring together the people of the Philadelphia metropolitan region as well.<sup>56</sup> In 1963, the Center City Redevelopment Area, which included Market Street East, was certified by the City Planning Commission and jurisdiction was assigned to the Redevelopment Authority.<sup>57</sup> In 1964, the United States Department of Housing and Urban Development (HUD) allocated the initial funds to begin the planning of the Market Street East Redevelopment.<sup>58</sup> This was the seed for many of the public-private partnerships that would help the redevelopment process to be realized.

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<sup>55</sup>Old Philadelphia Development Corporation. "Old Philadelphia Development Corporation Annual Report of 1965" (Philadelphia: 1965)

<sup>56</sup>Maureen Carlson, Michael Harrison, Ross Styles, Brian Turnbull and Hank Liu. "Market Street East: An Urban Design Case Study" prepared for the Department of Urban and Regional Planning, University of Pennsylvania (Philadelphia: Spring Semester of 1979)

<sup>57</sup>Carlson, et. al., p. 74.

<sup>58</sup>Carlson, et. al., p. 75.



In February of 1963, the City Planning Commission of Philadelphia published the "Market Street East Study." In this report, and the amended version of 1964, the City Planning Commission addressed the issue of regionalism by proposing an "integration of all major regional transportation systems within the retail section of the city."<sup>59</sup> This integration was begun in 1953 with the Penn Center development to the west of City Hall, at Fifteenth and Market Streets.<sup>60</sup> In Penn Center, the subway system was already united via subterranean passageways to the Greyhound Bus Terminal and Suburban Station. The future integration of all regional transportation lines was to culminate with a new railroad station at Eleventh and Market Streets. This would be made possible by the construction of a commuter tunnel between the existing Pennsylvania Railroad Lines, which served the Main Line suburban area and entered the city at Suburban Station at Fifteenth and Arch Streets, and the Reading Railroad Lines, which served the northwest suburbs and entered the city at the Reading Terminal at Twelfth and Market Street. This new commuter tunnel would create a transportation hub at Market Street East in turn helping to revitalize retail activity and promote new office development in the area by bringing regional travelers directly downtown.<sup>61</sup>

As explained by G. Holmes Perkins, former Chairman of the Philadelphia City Planning Commission, redevelopment is a continuous process. While an outline was developed for the entire scheme, the plan was executed block

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<sup>59</sup>Philadelphia City Planning Commission, "Market Street East Study" (1964) p. 1

<sup>60</sup>John Andrew Gallery, general editor. Philadelphia Architecture: A Guide to the City prepared by the Group for Environmental Education, Inc. (Philadelphia: Foundation for Architecture, 1994) p. 112

<sup>61</sup>Philadelphia City Planning Commission. "Market Street East Study" (1964) p. 1



by block, piece by piece, in response to the changing, dynamic urban center. Though the redevelopment plan evolved from 1947 to the present, one major component of the project, a multi-level commercial, retail and transportation center on the north side of Market Street East between Ninth and Eleventh Streets, remained the same and was actually realized.<sup>62</sup> Therefore, the gradual evolution of the plans for the redevelopment within the scope of the original program was to be expected.

Market Street East was to be redeveloped comprehensively in all respects. With the proposed changes for the regional transportation system, the City Planning Commission included a new building complex to unite the area above ground as well. The new structure was "designed to give a unified image to the entire retail section from Eighth Street to City Hall."<sup>63</sup> The design for this building complex required the demolition of all buildings in the blocks on the north side of Market Street from Ninth to Thirteenth Street, including the Reading Terminal and Headhouse. Ideally, this new series of structures was to connect the four major department stores, John Wanamaker's on the south side of Market at Thirteenth, Gimbels, also on the south side between Eighth and Ninth Streets, and Lit Brothers Department Store and Strawbridge & Clothier, both on the north side of Market Street, to the east and west of Eighth Street respectively.

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<sup>62</sup>The Gallery I and II were built on these blocks. While they incorporate the retail and transportation functions, they do not have general commercial/office space.

<sup>63</sup>Philadelphia City Planning Commission. "Market Street East Study" (1964) p. 2



The new design was also to include the transportation center, connecting the regional lines with the subway/elevated service for the city, and pedestrian walkways below ground, with shopping and eating establishments at the concourse level, with bus and parking services above and office towers at the top. This giant complex would occupy the blocks between Market and Arch Streets, with bridges connecting the blocks over the north-south streets. Bus and parking access would be available to the north of the complex, via a series of ramps. This proposed development would provide different levels for every different use category or mode of transportation: pedestrians, cars, subways, trains, and buses.

While this development was intended to unify the north side of Market Street, it ironically provided very little access to the street itself. The main entrances to the complex were to be at the corners of the great blocks. Entrances were also provided to two-level stores on the north-south streets. This scheme, which was embraced by the Philadelphia City Planning Commission, was internal, completely turning away from the street.<sup>64</sup> It was intended to approximate a suburban mall with the added benefit of a regional transportation center.

The original plan of the City Planning Commission from 1958 was only partially realized. Instead, the plans evolved over time, to accommodate the

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<sup>64</sup>According to G. Holmes Perkins, the mall was concentrated on an interior corridor in order to maximize store frontage, to make the project financially feasible. While the project design began with the firm of Mitchell Giurgola, they were succeeded by Skidmore, Owings and Merrill for their ability to execute an economic feasibility study of the project. John Bower of Bower & Thrower was eventually the architect for the Gallery project. (from Interview, February 24, 1997)



dynamic city and its changing needs. The construction of the 1.7 mile commuter rail tunnel, known as the Center City Commuter Connection, began in 1977, to connect the Pennsylvania and Reading Railroads at the Market Street East Station at Eleventh Street.<sup>65</sup> A complex of new buildings was also built. However, the original intention of a complete multi-use system was not executed. The new buildings, Gallery I and Gallery II, are essentially a suburban shopping mall in an urban setting. The major difference between the Galleries and a suburban mall, aside from location, is the integration of the retail space with a regional transportation center. The new structures only stretch for two city blocks, instead of four and, while they don't connect all of the department stores in the area, there is a connection to the Strawbridge & Clothier building at Eighth Street. Historically significant structures, namely the Reading Terminal and Headhouse, therefore benefited as a result of the evolution of the original 1958 plan.

### **1234 Market Street East**

While the plans were being developed for the north side of Market Street East, the first new building in the redevelopment was constructed on the southeast corner of Market and Juniper Streets. 1234 Market Street, the first new office building in the area in 40 years, was constructed as the "Market Street East Transportation Commerce Center."<sup>66</sup> While the City had originally intended to begin the project on the north side of Market Street, project funding was first available on the south. The owners of John

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<sup>65</sup>"The Gallery at Market East," in "Market Street East: An Urban Design Case Study," Appendices. Urban Design Case Study Course, University of Pennsylvania, Spring 1979, p. 55.

<sup>66</sup>"1234 Market Street East: Philadelphia Saving Fund Society, John Wanamaker" George M. Ewing Co., Architects and Engineers, Bower and Fradley, Architects (1970) p.2.



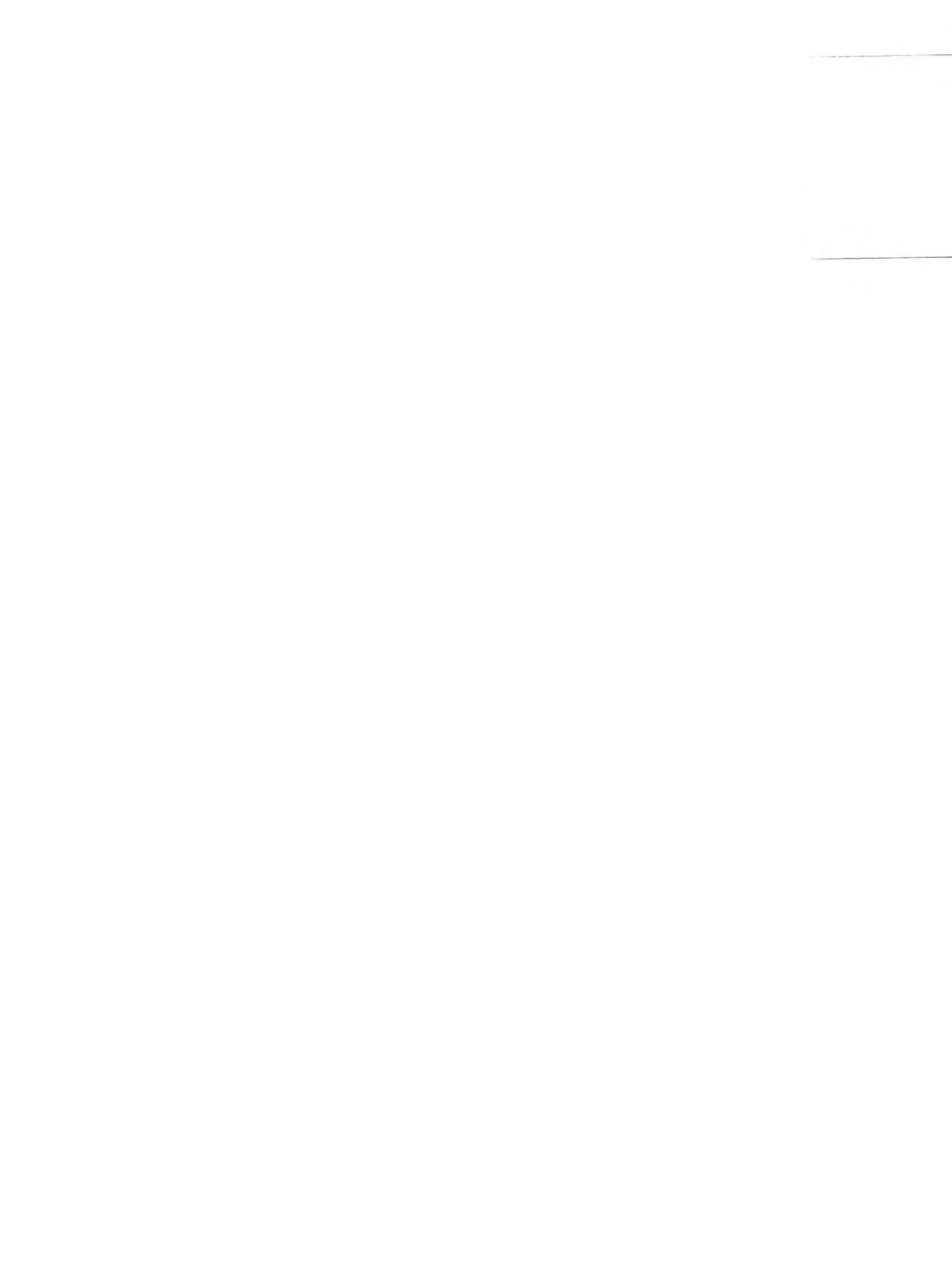
Wanamaker were concerned with the proposed development near Strawbridge & Clothier, particularly, the new parking garage, which would provide their competition with more room for customers. Wanamaker's felt the need to build a parking garage of their own to remain one step ahead of the competition; they looked to the property to the east of their flagship store as a possible site. At the same time, the officers of PSFS, located in their world renowned office building on Market Street, were concerned with the aesthetics of the new building that would border them to the west. PSFS's interest in design control complemented Wanamaker's agenda for additional parking, and the project for 1234 Market Street East was born.

The illustration on the next page shows how well the new building complements its neighbors.





Ill. 13: 1234 Market East, exterior  
John Wanamaker department Store to the west (right) and PSFS Building to the east



Since this new proposal was within the framework of the master plan for Market Street East and, since the project was financially feasible, the City agreed to begin the redevelopment here. The financial package is what enabled 1234 Market Street East to be the first new project in the redevelopment process. Since Wanamaker's and PSFS were willing to guarantee the costs for the construction of the new building, the Redevelopment Authority exercised the power of eminent domain to clear the land between the PSFS building and Thirteenth Street to allow the construction to begin. In the clearing of this lot, many Nineteenth-century buildings were demolished, including the Palace Theater.<sup>67</sup>

1234 Market Street was intended to serve as an unobtrusive connection between John Wanamaker's Department Store and the PSFS Building. This building was designed by Bower and Fradley as a multi-use structure, with an open public space, or the "Great Hall" at the ground level, four levels of parking and eight office floors above. The architects were very much aware of the significance of the buildings bordering the site to the east and west and this awareness was present in the design for the new structure. An article in Architectural Record best described the architect's intentions by stating:

Between these two strongly individual and richly atmospheric buildings 1234 Market Street makes a quiet but confident architectural statement of its own time. The glass facade clear at the base where the public spaces are located and dark for all the floors above, is so restrained and simple that it allows both older buildings to stand in

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<sup>67</sup>Irvin R. Glazer, Philadelphia Theaters: A Pictorial Architectural History. (New York: The Athenaeum of Philadelphia and Dover Publications, Inc., 1994) p. 5.



undiminished dignity, respectfully observing the proportions and the lines of its neighbors without in any way diminishing itself.<sup>68</sup>

Above ground, 1234 Market East is a link to the Market Street of the past but below, it is a link to the Market Street East of the future.<sup>69</sup> The structure was also intended to be a connection to the proposed shopping mall on the north side of Market Street via an underground passage. This underground level would also provide access to the subway/elevated train system serving the city. Like the Gallery I and Gallery II projects and Penn Center, 1234 Market East was designed to be a multi-level space, making arrival and departure on the subway an event. 1234 Market Street East was dedicated in 1972.<sup>70</sup>

## The Gallery

The first of the new buildings on the north side of Market Street, The Gallery, was developed by the Rouse Company, in conjunction with the Redevelopment Authority of the City of Philadelphia. In 1974, the Rouse Company, a major developer of shopping malls, submitted a proposal to the RDA for a multi-level mall to be built on the north side of Market Street, between Ninth and Tenth Streets. This new mall was to include a new Gimbels Building for Gimbels department Store, which had been located on the southwest corner of Market and Ninth Streets, across from Strawbridge & Clothier. Gimbels felt that it needed an updated image to stay competitive so

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<sup>68</sup>"Preserving Context at the Neighborhood Scale," Architectural Record, Dec. 1974, p. 88-89.

<sup>69</sup>*ibid.*

<sup>70</sup>"The Gallery at Market East" in "Market Street East: An Urban Design Case Study Appendices" p. 56.



it joined in the new project with the Rouse Company.<sup>71</sup> The Philadelphia Parking Authority also participated in the redevelopment plan, proposing a \$6 million parking facility to the north of the Gallery at Tenth and Filbert Streets.<sup>72</sup> Ground was broken for the project in 1974 and the Grand Opening Celebration was held on August 11, 1977. This project was executed as a public-private partnership, under the coordination of the non-profit Market Street East Development Corporation, with the Redevelopment Authority of Philadelphia acting as the developer and Rouse-Philadelphia, Inc. acting as the tenant, subleasing the retail space, shops and restaurants. The Market Street East Development Corporation was responsible for the negotiation of all cost and design fees between developer and tenant, as well as for the creation of the Mall Maintenance Corporation, responsible for all public right-of-way areas in the Gallery.<sup>73</sup>

The Gallery closely realized the original intentions of the plans from 1958. The design turns away from the street, opening at the north corners of Market and Ninth Streets. The Gallery Complex, like Penn Center and 1234 Market East, was designed to be a multi-level structure, incorporating the subway and trains below the sidewalk, with shops and pedestrian walkways above.

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<sup>71</sup>Richard Tyler, interview with author, Philadelphia Historical Commission, 15 January 1997. The old Gimbels Building was eventually demolished and an ungraded parking lot is currently on the site. According to Richard Tyler, the historic preservation community in Philadelphia chose to forgo saving the Gimbels Building in order to strengthen its fight for saving the Lit Brothers Department Store Building that would follow.

<sup>72</sup>"The Gallery at Market East" p. 55

<sup>73</sup>Walter D'Alessio, interview with the author, Offices of Legg Mason Real Estate Services, 23 April, 1997.





**III. 14: The Gallery**  
entrance at the northwest corner of Market and Ninth Streets. Another entrance is on the  
opposite corner of Ninth Street, adjacent to Strawbridge & Clothier





Ill. 15: Exterior Wall  
Gallery/Gimbels

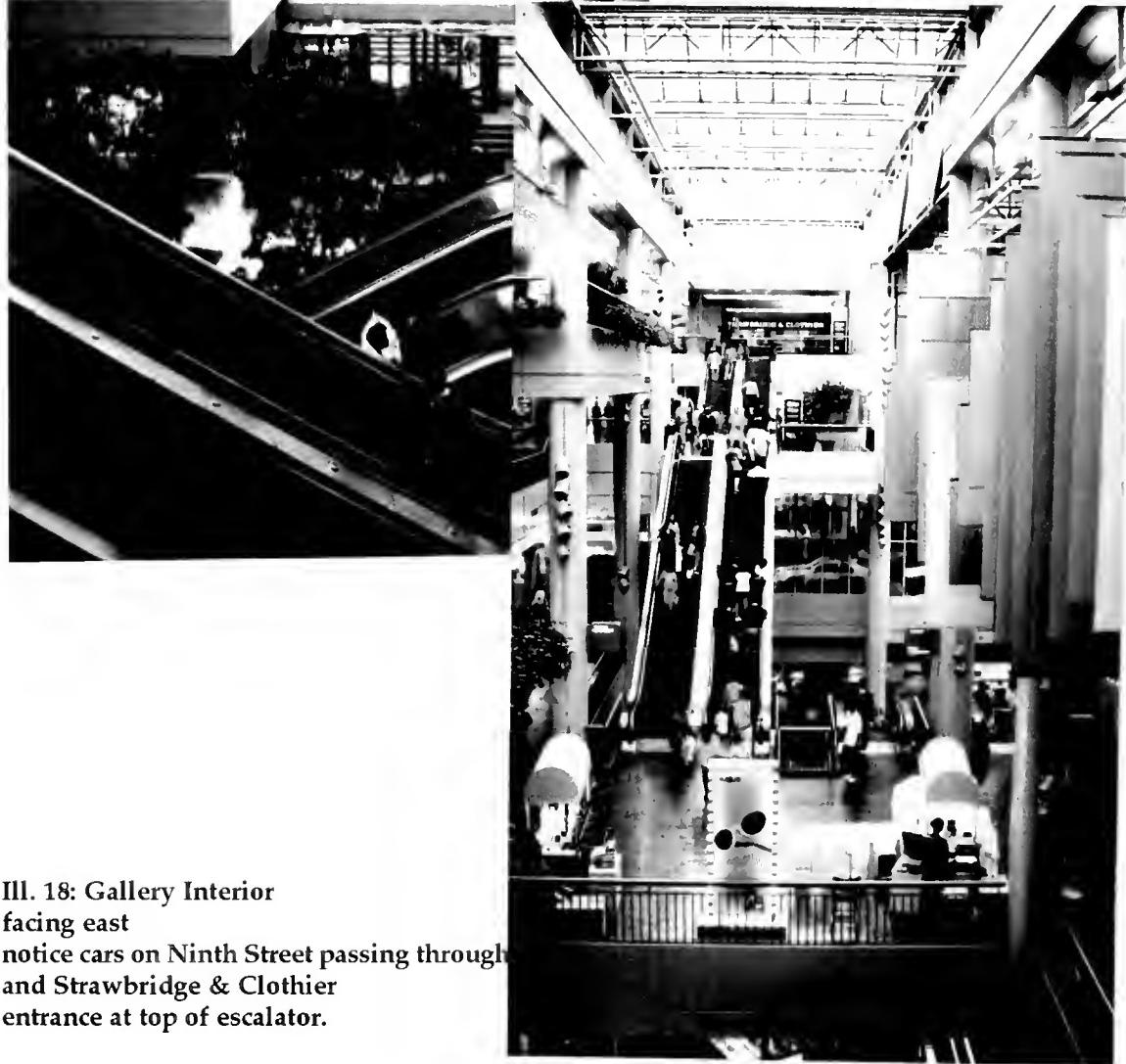


Ill. 16: The New Gimbels  
(recently, Clover Store)





Ill. 17: Gallery Interior  
facing south toward Market Street  
Notice car on street (above Gallery sign)  
Compare with Ill. 14, exterior view



Ill. 18: Gallery Interior  
facing east  
notice cars on Ninth Street passing through  
and Strawbridge & Clothier  
entrance at top of escalator.



## Gallery II

The Gallery was such a success on Market Street East that it was immediately decided to extend the project.<sup>74</sup> A second indoor mall connected to the first was constructed on the north side of Market Street, between Tenth and Eleventh Streets. Like its predecessor, Gallery II also contained a department store, this time J. C. Penney. This new project, which was developed by the Market Street East Development Corporation and again leased by the Rouse Company, was constructed on the block between Tenth and Eleventh Streets and opened in 1983.<sup>75</sup> At one time it was considered to extend this development west to the lot adjacent to the Reading Terminal Headhouse, where the Aramark Building is located today. In keeping with the original intention of Mr. Bacon and the City Planning Commission, the Gallery II is a multi-level pedestrian center, with its own transit station below street level, in the base of the new mall. This station, known as Market East, provides a link between the regional rail lines, the local Market-Frankfort Elevated, the nearby bus station and the commercial core of the city.<sup>76</sup> While the subway and commuter train tunnels do not have access to direct sunlight as originally intended by Bacon, they are visible from the subway level of the Gallery through glass walls at the tunnel level.<sup>77</sup> Both the rail lines on the north and the subway on the south, discharge directly into Gallery II.

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<sup>74</sup>Carlson, et. al., p. 36. The plot of land for the Gallery II, on the north side of Market Street between Tenth and Eleventh Streets, was condemned by the Redevelopment Authority for this project. When Gallery II was in its conceptual stage, two 25-story office towers were planned to be built over it.

<sup>75</sup>Neal R. Peirce, Robert Guskind and John Gardner, "Politics Is Not the Only Thing That Is Changing America's Big Cities," The National Journal, Vol. 15, No. 48, November 26, 1983. The authors place a price tag of \$860 million on the Market Street East projects.

<sup>76</sup>Ibid. This link was made possible by the Center City Commuter Connection.

<sup>77</sup>Bacon, pp. 288-291.





III. 19: Gallery II, exterior  
facing northeast, toward the Gallery I and Strawbridge & Clothier  
Entrance is on east corner with J.C. Penney anchoring the complex on the west



III. 20: Gallery II, exterior  
facing north



Though Gallery I and Gallery II were designed in a very similar manner, one very noticeable difference is the treatment of the exterior facade. Though both have monolithic white facades, the Gallery II opens up the street level to the pedestrian on Market Street rather than solely servicing the consumer who enters the Galleries at the corners or via the subterranean transportation system. The interior of Gallery II is similar to the first, and connected through the Gimbels Department Store Building.



Ill. 21: Gallery II, interior looking east



## **Center City Commuter Connection**

The construction of this 1.7 mile long tunnel in 1977 did not require the demolition of any buildings on Market Street East.<sup>78</sup> The construction of this tunnel, at a cost of \$350M, was a public works project, attempting to reverse the recession in Center City. This tunnel linked the regional rail lines, namely the Pennsylvania and Reading lines which are now operated by SEPTA (South Eastern Pennsylvania Transportation Authority), at Eleventh Street and Market Street East. This facilitated continuous rail travel from 30th Street Station to Center City without changing modes of transportation. This travel convenience helps to bring people from all over the region directly to the central business district, a feature which helped to draw the Pennsylvania Convention Center to this Center City site. The main station for the regional rail lines is located on the north side of Market Street, between Tenth and Twelfth Streets, with street entrances on both sides of Eleventh Street.

## **Pennsylvania Convention Center**

The decision to construct the Pennsylvania Convention Center on Arch Street, one block north of Market Street, contributed a great deal to the development of Market Street East. Much of the redevelopment on Market Street east hinged on the progression of this new development project as noted by Jane T. Quigley, project manager for the Philadelphia Redevelopment Authority in 1987.<sup>79</sup> While the major thrust of the project

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<sup>78</sup>"The Gallery at Market East," p. 55.

<sup>79</sup>Werner, 1987. Quigley was quoted in this article as saying, "Everything pretty well depends on what happens to the convention center. Once work starts on the center, the plans for those other projects will become more concrete." Some of the plans she was referring to were an office,



was not on Market Street East, it did have a profound effect on the historically significant structures in the area. The Convention Center complex, which is the second largest in the Northeast region, covers six city blocks, bound by Race Street on the north, Eleventh Street on the east, Market Street on the south and Thirteenth Street on the west. The Convention Center, which opened in June of 1993, has over 425,000 square feet of exhibition space.<sup>80</sup>

The most obvious effect of the construction of the Convention Center was the incorporation of the Reading Terminal Train Shed into the new project. The Convention Center project provided the long-awaited opportunity to save this historic structure. In 1994, a Grand Hall with 55,000 square feet of exhibition space was opened in the train shed, the only single-span shed remaining in the country. The decision to incorporate this landmark building into the Convention Center plan as the "focal point," bringing "the charm and atmosphere of Philadelphia's past" to the new.<sup>81</sup>

The Pennsylvania Convention Center also had many indirect effects on Market Street East. The first, and largest effect is the construction of the Marriott Hotel on the north side of Market Street East between Twelfth and Thirteenth Streets. Inevitably, buildings were demolished in order to

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retail and hotel complex on the site of the original Gimbel's Building, an office tower on the Gallery II site, a 500 room hotel on the Gallery I site, and an office building in the 1300 block of the north side of Market Street. None of these projects were ever realized on the sites proposed. The redevelopment process also included street improvements including the removal of the islands in Market Street, the widening of the sidewalks, and the planting of over 200 trees from Fifth to Juniper Streets.

<sup>80</sup>"Pennsylvania Convention Center: The Official Guide Spring/Summer 1997" prepared by Penn Visitors Network (Philadelphia: 1997) pp. 4-5

<sup>81</sup>ibid.



construct this hotel. A second indirect effect is the preservation and reuse of the Reading Terminal Head House. Because of the incredible success of the Pennsylvania Convention Center and Marriott Hotel, the hotel will be expanding into the upper stories of the Headhouse. Additionally, the lower level of the building will be reused as a Hard Rock Cafe, the first major theme restaurant in Philadelphia.

The construction of the Convention Center not only rejuvenated the area by rejuvenated historic structures as well. Collectively, the Convention Center project was responsible for saving the Reading Terminal Train Shed, Headhouse and the train viaduct as well. The incorporation of the historic railroad complex into the new Convention Center complex was conceived of by the Reading Company and their consultants, Legg Mason Real Estate Services.<sup>82</sup>

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<sup>82</sup>Walter D'Alessio, interview with the author, Offices of Legg Mason Real Estate Services, 23 April 1997.





Ill. 22: Pennsylvania Convention Center  
Eastern-most entrance at the northwest corner of Eleventh and Arch Streets



## **Marriott Hotel**

The construction of a new hotel of at least 1200 rooms was a condition of the Convention center project.<sup>83</sup> According to Bacon, the construction of the Marriott Hotel was the last piece needed complete the redevelopment of Market Street East. The plans set forth by the Philadelphia City Planning Commission for Market Street East, labeled this block on the north side of Market Street between Twelfth and Thirteenth Streets, as the last block targeted for redevelopment as a vehicle for the reversal of urban blight on the street. Though blocks on the south side of Market Street East are currently underutilized, they were not targeted in the original plans for redevelopment since all of the blocks on the south side were, at that time, being utilized.



**III. 23: Bond Hotel Northwest corner of Twelfth and Market Streets, 1960**

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<sup>83</sup>Ibid.



The construction of the Pennsylvania Convention Center created a need for hotel space far greater than the City of Philadelphia could provide and the Redevelopment Authority worked to bring the Marriott Corporation to Center City Philadelphia. The incorporation of a hotel as part of the Convention Center was a condition of the state financing for the project. While the hotel was integral to the project, its construction was not without controversy. The site of the new hotel would replace the Old Bond Hotel at the corner of Twelfth and Market Streets. Citizens proposed the incorporation of the old hotel into the new, but their proposals were denied and the privately financed Marriott Hotel stretching the entire block was built.<sup>84</sup>

The Convention Center and this hotel have proven to be so successful that the Marriott Hotel and the rest of the hotel space in Center City still can not provide enough hotel rooms. Gregory R. Byrnes of the Philadelphia Developers Alliance recognized that the 1,200 rooms to be built by Marriott would not meet the demand of 5,000 rooms required by the Convention Center.<sup>85</sup> Because of this need, the city and the Marriott Corporation are currently negotiating to expand this hotel into the upper stories of the adjacent Reading Terminal Head House.<sup>86</sup> This proposed hotel addition,

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<sup>84</sup>Donald H. McNeil, letter to Mayor W. Wilson Goode, 18 May 1990. In the Collection of the Philadelphia Historical Commission, 1200 Market Street file.

<sup>85</sup>Jim Parks, "Patches of Blue in Them Clouds," Business News, Inc., November 14, 1990. Byrnes, then President of the Philadelphia Development Alliance, recognized that "other chains are staking out sites in the vicinity."

<sup>86</sup>Samuel Fadullon, interview with the author, 28 February 1997. The City of Philadelphia, through the Philadelphia Redevelopment Authority, is negotiating the deal because, through the redevelopment process, the city purchased the lot on which the Reading Terminal and Head House are located. The Redevelopment Authority is responsible for the use of all of the properties they own.



containing Marriott's "all-suites" version of hotel space, would provide a direct connection to the Convention Center through the converted Reading Terminal Train Shed. Marriott is also considering a further expansion into the City Hall Annex building at Arch and Juniper Streets, to the northwest of their current site.<sup>87</sup>

Compare the view of the Marriott Hotel, looking at the northwest corner of Market and Twelfth Streets, with the photograph of the Bond Hotel in 1960. The view has drastically changed.

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<sup>87</sup>Walter D'Alessio, interview with the author, Legg Mason Real Estate Services, 23 April 1997.





Ill. 24: Marriott Hotel, looking north toward the bridge connecting the hotel with the Grand Hall of the Pennsylvania Convention Center in the Reading Terminal Train Shed



## Current Redevelopment Proposals

While the former City Planning Commission Executive Director Edmund Bacon considered the construction of the Marriott Hotel to be the last piece of the redevelopment process on Market Street East, areas still exist that could benefit from redevelopment. One of these areas is the site of the former Gimbels Store on the south side of Market Street between Eighth and Ninth Streets, which currently contains an ungraded parking lot. Another site in need of attention is the 1300 block on the north side of Market Street. This block contains the art deco One East Penn Square Building on Market Street to the west and a parking lot to the east, and the City Hall Annex Building in the northwest corner, being considered for further Marriott expansion. These blocks, along with other under-utilized lots in the area will remain so until the market drives the investment for redevelopment. As recently as 1994, Karen Butler, executive director of the Mayor's Action Council for Visitors noted, "We don't know what the forces are that keep people from investing, (but) we need to keep chipping away to inspire."<sup>88</sup>

A third area in need of attention is the block known as the Girard Estate on the south side of Market Street between Eleventh and Twelfth Streets. The City Planning Commission in its 1996 plan recommended a mixed use development for this block.<sup>89</sup> Their proposal included a new hotel and the preservation of the existing Girard Trust Bank building on the east side of South Twelfth Street.

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<sup>88</sup>Marilyn Joyce, "Historic Market East getting new look," Philadelphia Business Journal, 24 June 1994

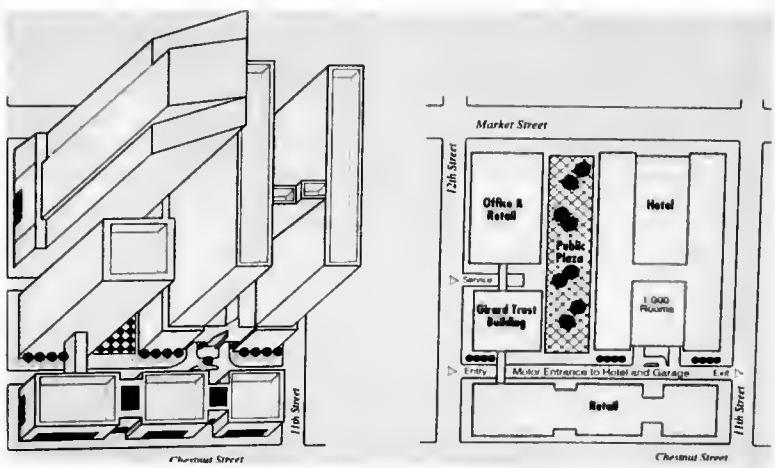
<sup>89</sup>Philadelphia City Planning Commission, "A Renewal Agenda for Off Broad East" (Philadelphia, 1996) pp. 28-29.



Ill. 25: Girard Estate Block looking west with the PSFS Building, and 1234 Market East beyond



Ill. 26: Girard Estate Block Possible development scenario by City Planning Commission





The Commission targeted this site for redevelopment for two reasons; its location directly across from the Convention Center and the ownership of the entire site by a single owner.

The development of Market Street East is in a constant state of flux. While Mr. Bacon considered the Marriott Hotel as the last piece of the redevelopment process, it is obvious that work will continue to take place. G. Holmes Perkins contends that redevelopment is a continuing process responding to the changing market and changing times. By this logic, when the 1300 block of the north side of Market Street East, the last block intended for redevelopment by the City Planning Commission's original plan, is finally redeveloped, another area of the street will probably be changing, as a reflection of the time.

Smaller, but still very significant projects have also been proposed or are currently being executed. One project currently underway is the rehabilitation of the Reading Terminal Headhouse, with the reuse of the first floor of the building as a Hard Rock Café. This project is in addition to the projected reuse of the upper stories as an expansion to the Marriott Hotel. Mr. Bacon, and Mr. Richard Tyler, Chairman of the Historical Commission feel that this restaurant will add new life to this area of the city, creating a new dynamic by bringing young people to the area.<sup>90</sup>

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<sup>90</sup>Tyler and Bacon, interviews with the author



The PSFS building is another current target for redevelopment that was noted in the Commission's 1996 plan. The Commission recommended the adaptive use of the building as a hotel to help fill the deficit of hotel rooms created by the Convention Center's demand. The Commission stated that this conversion to a hotel of more than 600 rooms could help the Convention Center attract the larger conventions the city is currently unable to accommodate.<sup>91</sup> A recent deal announced between the Redevelopment Authority and the Loew's Hotel Chain promises to develop this site in just such a manner.<sup>92</sup>

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<sup>91</sup>Ibid., pp. 24-25, 28.

<sup>92</sup>Fadullon, interview with the author, 28 February 1997.



### **2.2.3 Market Street East 1997**

The Market Street East we began with in 1947 is very different from the Market Street East of today . As we have already seen, many of the structures that existed on the street in 1947 have been demolished or replaced, throughout the redevelopment process. The demolition of the Gimbel's building, though not a direct effect of the redevelopment process, has left a giant void in this dense commercial center.

Many blocks, including those on the north side of Market Street, were demolished to make way for newer buildings. One building that fell victim to the redevelopment process was the historic Bond Hotel, at the northwest corner of Twelfth and Market Streets. This hotel, which was the last "railroad terminal" hotel in Philadelphia, was demolished at the ripe age of 100 years, to make way for the new Marriott Hotel.<sup>93</sup> The Palace Hotel at 1214 Market Street was also demolished. this 1908 movie house, known for its "bowling alley" interior design because it stretched the entire depth of the city block, was demolished in 1971 to make way for the 1234 Market East building.<sup>94</sup> A third building that was demolished to clear the land for the redevelopment was the Harrison Building at 1001-1005 Market Street. This building, built in 1893 and designed by architects Cope & Stewardson, was condemned by the Redevelopment Authority in 1978 in order to construct the Gallery II.<sup>95</sup> The top 5 or 6 floors of Snellenburg's Department Store on the site known as the

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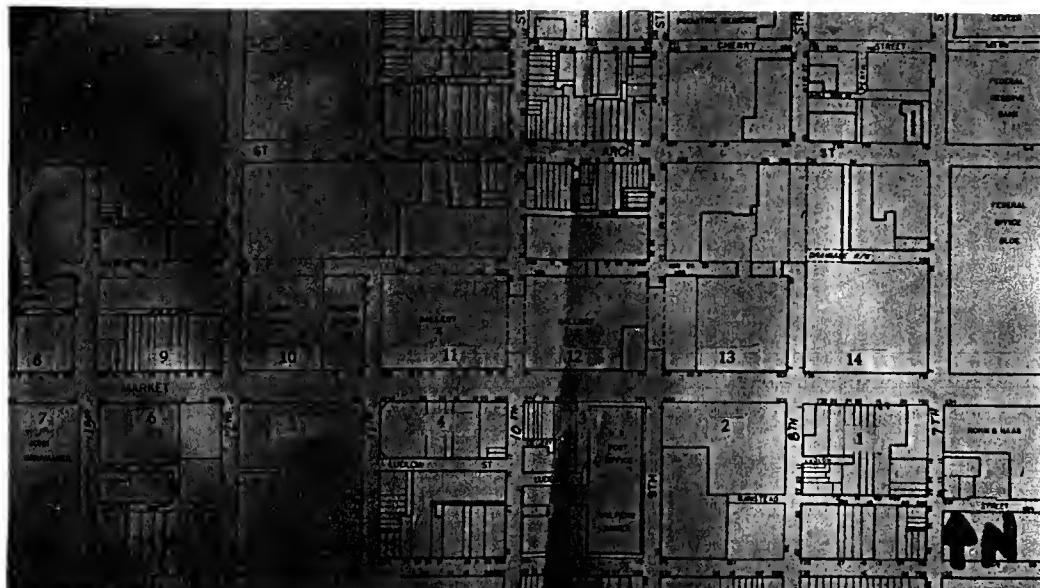
<sup>93</sup>McNeil, 1990..

<sup>94</sup>Glazer, p. 5.

<sup>95</sup>Philadelphia Historical Commission, 1000 Block of Market Street file, folder # 17.



Girard Estate, was also demolished during the redevelopment process. The site, was reconstructed with low density retail and commercial space. As mentioned previously, the site has recently been recommended for high density redevelopment by the City Planning Commission because of its location across from the Reading Terminal Headhouse and the Convention Center beyond.<sup>96</sup>



III. 27: Site Plan of Market Street, c. 1997

- |                                       |   |
|---------------------------------------|---|
| 1. Graff House,<br>Sovereign Building | 8. One East Penn Center, City Hall Annex,<br>parking lot        |
| 2. parking lot                        | 9. Marriott Hotel   |
| 3. Post Office, low density retail    | 10. Reading Terminal Headhouse, Train Shed,<br>Aramark Building |
| 4. low density retail                 | 11. J.C. Penney, Gallery II                                     |
| 5. low density retail                 | 12. Clover (Gimbels), Gallery I                                 |
| 6. PSFS, 1234 Market East             | 13. Gallery I, Strawbridge & Clothier                           |
| 7. John Wanamaker                     | 14. Mellon Independence Center (Lit Brothers)                   |

Also: Rohm & Haas Building at the southeast corner of Seventh and Market; Pennsylvania Convention Center in the blocks to the north of the Reading Terminal and Marriott Hotel

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<sup>96</sup>Philadelphia City Planning Commission, "A Renewal Agenda for Old Broad East" (1996) pp 28-29



While some buildings are no longer physically on Market Street East, such as Gimbels, their images do grace the bus stop structures, in an effort to educate commuters and visitors about the street's past. Many other buildings, some of which are also highlighted on these bus stop structures, remain on Market Street East. These buildings include Lit Brothers Department Store Building, now known as the Mellon Independence Center, the PSFS Building, and the Reading Terminal Headhouse and Train Shed. Although the future of these historic buildings was uncertain at one time, they have managed to thrive under the redevelopment process of Market Street East.



III. 28: Art in Transit-Teaching history and architecture to commuters, shoppers and visitors



Many newer buildings grace the Market Street East of 1997. The new shopping and transportation centers, Gallery I and Gallery II, have also changed the face of the street. These new structures, which were constructed on a giant scale in comparison to the historic streetscape, now ease the transition from the historic Market Street to the east, to the more modern Market Street to the west. The new Marriott Hotel is also an interesting addition to the streetscape, adding life and energy to this once tired part of the street. 1234 Market Street East, which replaced the Palace Theater among other buildings, also contributes to this dynamic. By incorporating a transportation station below street level and a glass facade at the street level, this building helps to make arrival and departure in the area an event.

The character of the street has also changed. The Market Street East of 1997 is a very busy urban core. It has also become very friendly to consumers, commuters and visitors as well. Any sign of urban blight has been removed from the street. While some of the blocks are underutilized, all of the buildings are in good condition and the character of the street reflects it. The physical street has also been altered. The median was removed from the center of Market Street in the late 1980's, prior to the construction of the Pennsylvania Convention Center. The sidewalks were widened and over 200 trees were planted between Fifth and Juniper Streets to make the area more pedestrian and shopper-friendly.<sup>97</sup> According to John McGaw, then Assistant Director of the Central Philadelphia Development Corporation, the physical

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<sup>97</sup>Werner, Tom, "Market Street East Is Coming Into Its Own," Delaware Valley Business Digest, Vol. 11, No. 2, Sect. 1, February 1987.



rehabilitation of the street was "the finishing touches on that part of the revitalization begun by Stockton Strawbridge more than ten years ago," which included the Galleries and the Center City Commuter Connection, begun by the Old Philadelphia Development Corporation.<sup>98</sup> There were high hopes for the future of Market Street East, even comparing the rejuvenated street to the Champs Elysee in Paris.<sup>99</sup> All of the recent street improvement projects, coupled with the results of the redevelopment process over the last 50 years, contribute to the vital appearance of Market Street East today.

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<sup>98</sup>Ibid. Stockton Strawbridge was the President of Strawbridge & Clothier Department Store and one of the businessmen originally involved with the promotion of public-private partnerships in the redevelopment of Market Street East.

<sup>99</sup>Ibid. Jim Gassaway, then head of operations for Strawbridge & Clothier, was quoted as hoping to turn "Market Street into Philadelphia's Champs Elysee."



# **Historic Structures in the Redevelopment Process**

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**Chapter Three**



### **3.1 The Historic Structures in the Redevelopment Process**

The redevelopment process was very productive one on Market Street East bringing new life to this once blighted area. The following is a analysis of how historically significant structures were affected by this redevelopment process using five very visible buildings as examples. These building, the Lit Brothers Department Store, Gimbels Department Store, the PSFS Building and John Wanamaker Department Store and the Reading Terminal and Headhouse, were chosen because they offer the clearest examples of how historic buildings can be affected by a redevelopment process as well as how they can contribute to that process.<sup>100</sup>

Though technically not a part of Market Street East as defined for the purposes of this thesis, the Rohm & Haas Building, on the south side of Market Street between Sixth and Seventh Streets, does have some relevance in the scope of the redevelopment of Market Street East. This building, designed by Pietro Belluschi with George M. Ewing Co. in 1964 served to "jump-start" the redevelopment process on market Street East. It was one of the first major buildings built on Market Street since the PSFS Building in 1932 and it set the architectural standard of quality design for future projects on the street. Unfortunately, it also helped to establish the Independence Mall area as prime office space, drawing both Federal and private offices, and

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<sup>100</sup>A list outlining the history and significance of these buildings is located in Appendix B of this thesis.



their employees who were potential consumers, away from Market Street East.<sup>101</sup>

The reconstruction of the Graff House, at the southwest corner of Market and Seventh Streets, is also noteworthy in relation to the redevelopment of Market Street East. The Graff House, or Declaration House, was to be reconstructed to commemorate Jefferson's residence here while he drafted the Declaration of Independence in June of 1776.<sup>102</sup> Its reconstruction was part of the Independence National Historical Park project, one of the major redevelopment projects in the city preceding the Market Street East redevelopment, and physically, its closest neighbor. It is ironic to consider this reconstruction project in the context of the rehabilitation and reuse projects with the rest of the Market Street East redevelopment. While the debate over the validity of a reconstruction such as this one is beyond the scope of this paper, the conscious choice to acknowledge the past as a step toward the future is significant. One editorial writer commented on this approach by stating, "The truth is, history as consumer goods does service to neither Philadelphia past nor Philadelphia future."<sup>103</sup> In her cynicism, she recognizes the commercial value of history in the tourism industry, a trait that would prove useful in the choice of a site for the Pennsylvania Convention Center in the 1980's.

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<sup>101</sup>Walter D'Alessio, interview with the author, Offices of Legg Mason Real Estate Services, 23 April 1997.

<sup>102</sup>Michelle Osborn. "Building an Historical Fake," The Evening Bulletin, September 27, 1968.

<sup>103</sup>"Ibid.





Ill. 29: Graff House,

Southwest corner of Seventh and Market Streets

Thomas Jefferson drafted the Declaration of Independence in the original house that stood on this site in 1776. This building is a reconstruction.



### **3.2. Lit Brothers Department Store**

The story of the Lit Brothers Department Store building is a compelling one in the field of historic preservation. Twice the building was slated for demolition and twice, the citizens of Philadelphia saved it from the wrecking ball. It is a story of how the public and private sector can work in the name of historic preservation. It is also an example of how historic preservation and urban redevelopment can work to their mutual benefit.

While the Lit Brothers site was not a part of the original redevelopment plan for the north side of Market Street East, this area was designated by the Redevelopment Authority as being blighted. As such, the Redevelopment Authority had the right to exercise the power of eminent domain in an effort to reverse blight, and demolish the existing buildings. The Let Lits Live Organization was formed in support of retaining the building's facade in any new development project on the site. In July of 1984, this organization joined forces with the Preservation Coalition of Philadelphia in placing a full-page advertisement in the Philadelphia Inquirer, calling for citizens to express their support to Mayor Wilson Goode.<sup>104</sup> Fortunately, with the assistance of the building's owner and the citizens of Philadelphia, the building never

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<sup>104</sup>Preservation Coalition of Greater Philadelphia and Let Lits Live. Philadelphia Inquirer, Thursday 26 July 1984 p. 19-BP. This full-page ad requested the support of the citizens of Philadelphia. It included the phone number of the Mayor's Office as well as a certificate to be mailed to the Mayor's office to show support. The Preservation Coalition of Greater Philadelphia and Let Lits Live organization were requesting support for the preservation of the building's facade, not the entire building.



reached the fate of destruction.<sup>105</sup> The Lits Brothers building was redeveloped into a mixed use structure. Retail space is now located on the street level and the Mellon Bank Company has taken the upper floors to house its Philadelphia offices. This tenant played a crucial role in saving the historic facade by agreeing to lease the office space, allowing the project to move forward.<sup>106</sup> The Lit Brothers Department Store Buildings is now known as the Mellon Independence Center.



Ill. 30: Lit Brothers Department Store (Mellon Independence Center)

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<sup>105</sup>While the site was never considered by the Redevelopment Authority for demolition, it is important that the possibility did exist, as it did for any property within the Redevelopment Authority's jurisdiction.

<sup>106</sup>Walter D'Alessio, interview with the author, Offices of Legg Mason Real Estate Services, 23 April 1997. According to Mr. D'Alessio, Mellon leased the space, in part, to illustrate their commitment to the city, after a recent unfriendly takeover of the Girard Bank caused public dissatisfaction.



### 3.3. Gimbel's Department Store Building

The Gimbel's Department Store Building was located on the south side of Market Street, between Eighth and Ninth Streets. When the City Planning Commission made its proposals for the redevelopment of Market Street East, it always presumed that the Gimbel's Store would remain in its building on the south side of the street.



Ill. 31: Old Gimbel's Department Store, 1966

Unfortunately, Gimbel's did not have the same idea. According to G. Holmes Perkins, then Chairman of the City Planning Commission and Edmund N. Bacon, then Executive Director of the City Planning Commission, Gimbel's



felt that they were being left out of the redevelopment process.<sup>107</sup> The executives of Gimbels presumed that their competition, namely Strawbridge & Clothier, would have a distinct advantage by being located adjacent to the new development of the Gallery. Gimbels proposed that they move to the north side of the street and construct a new, modern building to the east of the Gallery, on the east side of Tenth street. This proposal further complicated the financial structure of the new development. Since public funds were being used from both local and federal government sources, the new Gimbels Store had to "plug-in" to the Gallery Development, rather than be an integrated part of it.

The Gimbels leadership further complicated the project, by insisting that the below-street level concourse end at the western boundary of Gimbels, without continuing through to the Gallery. While the City Planning Commission would have preferred if Gimbels remained on the south side of the street, they could not afford to have this major retailer leave Market Street East or Philadelphia entirely. According to G. Holmes Perkins, this was the threat Gimbels was posing to the City Planning Commission in order to leverage their inclusion in the development on the north side of the street.<sup>108</sup> The Old Philadelphia Development Corporation and the Redevelopment Authority negotiated a deal for the new Gimbels Store as a part of the new Gallery mall.<sup>109</sup> In order to appease the Gimbels company and yet retain Bacon's idea

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<sup>107</sup>G. Holmes Perkins and Edmund N. Bacon, interviews with the author, 24 February 1997 and 04 February 1997 respectively .

<sup>108</sup>G. Holmes Perkins, interview with the author, 24 February 1997.

<sup>109</sup>Walter D'Alessio, interview with the author, Offices of Legg Mason Real Estate Services, 23 April 1997.



for a continuous concourse from Penn Center to Independence Hall, members of the City Planning Commission worked with Gimbels to reach a compromise to permit the continuance of the concourse through Gimbels.

Gimbels opened their new store on the north side of the street with the Gallery at Market East in August, 1977.<sup>110</sup> (See Ill. 16, New Gimbels Building) While the City Planning Commission and the Redevelopment Authority did not directly affect the old Gimbels Building on the south side of the street, the appeal of the new development caused the Gimbels company to abandon their old building. The old Gimbels building was sold in 1979 by the owners to the Urban Investment and Development Company of Chicago.<sup>111</sup> The new owners demolished the building.



Ill. 32: Old Gimbels' Department Store-Demolished, c. 1979

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<sup>110</sup>Old Philadelphia Development Corporation, "21st Annual Report" (c. 1977) p. 5.

<sup>111</sup>Raymond A. Berens, "Gimbels' old site is sold," Philadelphia Bulletin, April 18, 1979, p. 1.



While this building contributed historically and architecturally to the streetscape, the preservation community did not move in force to save it from the wrecking ball as it had done with the Lit Brothers Department Store Building. This lack of reaction was due to two factors. First, unlike the Lit Brothers Department Store case where the owner was willing to save the building, the owner of Gimbels abandoned its building and sold it to a new owner intending to demolish it. The second factor was that the preservation community, though interested in the conservation of the Gimbels Building and the streetscape, wanted to save its resources and credibility for the fight to save the Lit Brothers Department Store Building.<sup>112</sup>

Currently, the site serves as an ungraded parking lot. Gimbels eventually closed their Philadelphia store and was replaced by Sterns, from the south side of Market Street. Eventually, Sterns also moved out and was replaced by Clover, the discount department store chain owned by Strawbridge & Clothier.

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<sup>112</sup>Richard Tyler, interview with the author, Philadelphia Historical Commission, 15 January 1997. According to Walter D'Alessio, the Gimbels building and location were never critical to the redevelopment.



### **3.4. PSFS Building and John Wanamaker Department Store**

Since 1234 Market Street East was the first of the executed projects in the redevelopment process, it is reasonable to begin this analysis there. This new building, as described in the previous chapter, was the product of a joint effort between the Philadelphia Savings Fund Society (PSFS), John Wanamaker's Department Store, and the Philadelphia Redevelopment Authority (RDA). The RDA provided the land on which the building was to be built, as well as the funds to raze the existing structures on the site. In the course of demolition, some historically and architecturally significant structures were



III. 33: Market Street from Thirteenth, looking east, 1962  
Wanamaker's, site of 1234 Market East, and PSFS Building



lost. These included the Palace Theater at 1214 Market Street.<sup>113</sup> While this may have been a noteworthy theater, it was not the most significant building on the block, for the existing buildings which neighbored the site were far more well known.

The PSFS building was located at the southwest corner of Market and Twelfth Streets. This skyscraper, designed by architects George Howe and William Lescaze in 1930, is widely recognized as the first International Style skyscraper in the world.<sup>114</sup> On the south side of Market Street, between Thirteen and Juniper Streets was the world famous John Wanamaker's Department Store, the flagship store of this retail giant. This building, which was designed by D. H. Burnham & Co. in 1902, grew to attain not only architectural but historical significance as well.<sup>115</sup> 1234 Market Street was charged with not only becoming the neighbor to these very significant structures, but with physically joining the fabric of these buildings as well. John Bower, the architect of 1234 Market Street East, was aware of the context in which his new design would have to exist. Bower's design was "so restrained and simple that it allows both older buildings to stand in undiminished dignity, respectfully observing

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<sup>113</sup>Irvin R. Glazer Philadelphia Theaters: A Pictorial Architectural History. New York: Dover Publications, Inc. and The Athenaeum of Philadelphia, 1994.

<sup>114</sup>John Andrew Gallery, General Editor. Philadelphia Architecture: A Guide to the City. Second edition. Philadelphia: Foundation for Architecture, 1994, p. 108. This building was also included in Henry-Russell Hitchcock and Philip Johnson's The International Style: Architecture Since 1922, (New York: W.W. Norton & Company, 1932), the defining book written on the International Style.

<sup>115</sup>Gallery, John Andrew, p. 85.



the proportions and the lines of its neighbors without in any way diminishing itself.<sup>116</sup>"

Bower understood that the context in which he was building was a complex and significant one and that his new design would have to skillfully be an understated union between the two.

Others in Philadelphia had varied opinions about the building. Tom Hine, the Architecture Writer for the Philadelphia Inquirer openly criticized the project and the rest of the Market Street East redevelopment. However, Edmund N. Bacon, then former Executive Director of the City Planning Commission, not only defended the building but, more importantly, supported its construction as an important contribution to the entire redevelopment process in the City.<sup>117</sup> The construction of this building did necessitate the demolition of some buildings, among these was the Palace Theater. This 1908 movie house, known for its "bowling alley" interior as mentioned previously, was condemned by the Redevelopment Authority to make way for 1234 Market East. Though some buildings were lost, the design of 1234 Market East was very successful in preserving the context of the two very significant structures that would be its neighbors, through a sensitive design process.

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<sup>116</sup>"Preserving Context at the Neighborhood Scale," Architectural Record, December, 1974, pp. 88-89. This citation was first found by this author in the book, Market Street East: An Urban Case Study, as listed in the bibliography of this thesis.

<sup>117</sup>"Article disputed: Market Street Renewal is Innovative," Philadelphia Inquirer, letter to the editor by Edmund N. Bacon, 15 February, 1974.



The redevelopment of these two landmark buildings is far from over. Currently, the Philadelphia Redevelopment Authority is in the process of negotiating the adaptive use of the PSFS Building as a hotel. The new Pennsylvania Convention Center created an extreme need for hotel rooms, a need far greater than the existing city, including the new Marriott Hotel, has to offer. This need, created by the redevelopment process, helped find a use for this historic structure.<sup>118</sup>

The John Wanamaker building is also being reused. The building will continue to serve a retail capacity on the lower two floors. Lord & Taylor Department Store will lease the space. The remaining stories will be used as office space. The retail space was originally reduced to five floors in 1987 by developer John Kusmiersky and Copley Real Estate Advisors.<sup>119</sup> Edwin K. Hoffman, chairman of Woodward & Lothrop commented on this renovation and their 99-year option to lease the building, by saying that the project, "...reaffirms Wanamakers and the Kusmiersky organization's commitment to this city, its people, and the Market Street East redevelopment program."

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<sup>118</sup>While the street level of the building is leased for retail purposes and the second floor banking room is still occupied by the Mellon PSFS company, the remaining office floors are vacant. The City of Philadelphia is saturated with excesses of commercial rental space. The demand created by the Pennsylvania Convention Center presented a suitable use for this building which would otherwise remain vacant.

<sup>119</sup>"John Wanamaker will remain in present location 'well into the next century,'" PR Newswire, October 16, 1987. The John Wanamaker Department Store Building was sold to the joint venture John Kusmiersky and Copley Real Estate Advisors by Woodward & Lothrop, then the parent company of Wanamaker's. The deal included the option to lease the building for 99 years as well as the reduction of the retail space to five floors and the basement. Floors six through twelve were to be converted to first class office space. Kusmiersky also renovated the Lit Brothers Department Store on Market Street.





Ill. 34: PSFS Building





III. 35: John Wanamaker Department Store  
facing west



### **3.5. Reading Terminal and Headhouse**

The Reading Terminal and Headhouse probably best illustrates the changing attitude toward historic preservation and the progression of partnerships over the past fifty years in Philadelphia and the nation. When the redevelopment process began with the Better Philadelphia Exhibition in 1947, there was no federally mandated program for the preservation of our cultural heritage, nor was there legislation in 1958 when the Philadelphia City Planning Commission produced its first plan for Market Street East. It was not until 1966 that the Federal Government would pass the National Historic Preservation Act, to provide a means of recognition for the historic, cultural and architectural treasures of this nation. When the first plan for Market Street East was released, the Reading Terminal and Headhouse were not yet targeted for demolition but, by the time the Comprehensive Plan of 1960 was released, they were. Perhaps the cost of demolition, as in the case of Philadelphia's City Hall, prohibited the destruction of the building. Perhaps the building was saved because the redevelopment began on the eastern end of the defined Market Street East, and by the time the project reached the Reading Terminal and Headhouse, its value was realized and it was saved. Perhaps it was the National Historic Preservation Act of 1966, which prohibits the use of federal funds in any project that adversely affects any building eligible for the National Register of Historic Places without an impact assessment, that saved the building, despite Mayor Rizzo's insistence that it be demolished.<sup>120</sup>

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<sup>120</sup>Richard Tyler, interview with the author, 15 January 1997. Mayor Rizzo wanted the building to be demolished to make way for new development on the site, namely, the Center



After this trauma, the Reading Terminal and Headhouse next competed to be included in the plan for the new Pennsylvania Convention Center. The site to the north of the terminal, between Arch and Vine Streets, was one of the three sites considered. The others were a site in Franklin Town, chosen to help revitalize that area north of the "Chinese Wall", and a site in University City, to replace the existing center.<sup>121</sup> Many assets made the Center City site superior to the others; the easy access to rail transportation and the expressway, the proximity of hotels and other amenities, and the possibility of including the historic train shed and Headhouse in the complex. The Reading Terminal provided not only the opportunity to incorporate this dramatic historic structure into the new design but it provided an enormous amount of tax credits as well. These tax credits were the Historic Rehabilitation Tax Credits which offered 25% of the value of qualified rehabilitation costs on qualified historic structures.<sup>122</sup> These tax credits helped make the Convention Center project financially feasible, thus the Convention Center Committee chose the Center City site to the north of the Reading Terminal and Headhouse. Only a project of this magnitude, with the various partners and sources of funding, could have put together a

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City Commuter Connection (CCCC). Fortunately for the Terminal and Headhouse, the CCCC project was using federal funds which, according to Section 106 of the National Historic Preservation Act of 1966 as amended, would be unauthorized.

<sup>121</sup>Craig Shelter, Philadelphia Industrial Development Corporation, Guest Lecturer in the Department of Urban and Regional Planning at the University of Pennsylvania, 19 September 1996.

<sup>122</sup>Walter D'Alessio, interview with the author, Offices of Legg Mason Real Estate Services, 23 April 1997 This Historic Rehabilitation Tax Credit was reduced from 25% to 20% in the 1985 tax Act. Qualified rehabilitation includes work done, in compliance with the Secretary of Interior's Guidelines for Rehabilitation, on buildings on the national Register of Historic Places or in a qualified local district.



package which would have made the Reading Terminal and Headhouse financially feasible to rehabilitate and reuse.<sup>123</sup>

One reading Center, or the Aramark Tower, also contributes to the appearance of Market Street East today. This building, which triggered the financing for the Convention Center project, was designed to complement rather than compete with the historic Reading Terminal Head House. Like the 1234 Market East project, the Aramark Tower incorporated sensitive design elements, such as the red color of the cladding and the ribbon windows which mimic the stories of the Head House.<sup>124</sup>



Ill. 36: Reading Terminal Headhouse  
facing west, base of the Aramark Tower to the east and the Marriott Hotel to the west.

<sup>123</sup>Ibid. Mayor W. Wilson Goode got the attention of the Governor of Pennsylvania and incorporated state funds in the project, renaming it the Pennsylvania Convention Center. Because the state, instead of the Reading Co. was responsible for the development, most of the tax credits were no longer applicable.

<sup>124</sup>Ibid.



### **3.6. Market Street East as a Unit**

From the analysis of the effect of the redevelopment process on these particular buildings, it can be concluded that, with the exception of the Gimbel's Department Store Building, the buildings mentioned above clearly benefited significantly from the redevelopment process. Though each case included a different set of circumstances and a different set of partners, it has been illustrated that, cumulatively, the redevelopment of Market Street East proved to be a success when considering the survival of historically and architecturally significant structures.

Snellenburg's Department Store had been located between Tenth and Eleventh Streets on the south side of Market Street. It was considered in the 1958 City Planning Commission proposal as a major part of the retail dynamic for the area.<sup>125</sup> Since the redevelopment process focused on the northern side of Market Street because of the transportation issues, the southern side was basically left for the market to take its course, with the hope that the success of the north would "spill over." Additionally, the City Planning Commission was focusing its attention on the blighted blocks of Market Street and therefore, it was presumed that any major business on Market Street East would continue to prosper under the redevelopment. Unfortunately, Snellenburg's was a victim of the market rather than a victim of redevelopment, going out of business during the redevelopment process. Other forces including the relocation of the Federal Reserve Bank work force

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<sup>125</sup>Philadelphia City Planning Commission, "Market East Plaza: A New Center for Transportation and Commerce" May 1958, pp. 6-7



from Chestnut Street to the Independence Mall, also effected the dynamic of Market East.

Strawbridge & Clothier Department Store, on the north side of Market Street between Eighth and Ninth Streets, was also considered to be a vital part of the retail core during the redevelopment process. The store stood as one of the major retail establishments anchoring Market Street, as it still does today.<sup>126</sup> Strawbridge & Clothier was always considered as an integral part of the redevelopment process, in both the commercial dynamic and physical plan, and although the building itself was not altered, its context was. The late 19th and early 20th century buildings that once existed to the west were torn down. In their place, a modern white box was constructed for Gimbels and the Gallery. While this had a profound effect on the streetscape, it was the new structure, an entrance to the Gallery, abutting Strawbridge & Clothier on the west, that actually physically affected the historic building. Though this addition did interrupt the west facade of Strawbridge & Clothier's building, it did so with a minimal effect, and without disturbance to the art deco facade of Strawbridge & Clothier on Market Street.

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<sup>126</sup>Strawbridge & Clothier, one of the last family owned major department stores in the country, was sold in the fall of 1996 to a corporation. This store and the rest of the chain are currently operating under the name Strawbridge's, it remains the anchor at the east end of the retail core.





Ill. 37: Gallery I Entrance and  
Strawbridge and Clothier,  
facing east



Ill. 38: Strawbridge and Clothier  
facing west





Ill. 39: Market Street East Today, looking west



# **Connection and Co-existence**

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**Chapter Four**



#### **4. Connection and Co-existence-An Analysis of Redevelopment and Historic Preservation on Market Street East**

In the redevelopment of Market Street East, historic preservation was addressed as either an obstacle or a consequence of the redevelopment process. However, as evidenced in an examination of the history of the Market Street East redevelopment over the past 50 years, it is clearly seen that historic preservation benefited from this redevelopment. Historic preservation benefited in two ways, first, in the preservation and reuse of many historic structures, and second, in the preservation of Market Street East as a historic commercial streetscape. In some cases, historic preservation played a major role in the redevelopment process, such as with the adaptive use of the Reading Terminal Train Shed as a component of the Pennsylvania Convention Center. In other cases, such as with the preservation of Market Street East as a retail and commercial core, historic preservation was a consequence of the redevelopment.

Historic preservation and urban redevelopment need not be separate entities. Instead, as evidenced by the Market Street East example, historic preservation and urban redevelopment can be programmed to work together from the planning stages of the process. This cooperation could potentially help the feasibility of any project, as it did with the reading terminal. The Reading Terminal could not have been saved without the capital outlay available from a project as sizable as the Pennsylvania Convention Center. Consequently, the Pennsylvania Convention Center benefited financially from the tax credits available for the rehabilitation of the train shed as a



ballroom. In fact, the Convention Center could not have built a new building on the site of the Reading Terminal as a matter of law without a major legal battle.<sup>127</sup> This cooperation assisted both projects not to mention the benefit to the Market Street East area and the entire city.

This idea of a partnership of the redevelopment and historic preservation processes is not entirely new. The December 1974 issue of the Architectural Record entitled, "Conservation in the Context of Change," was devoted to the co-existence of redevelopment and historic preservation and change management.<sup>128</sup> One article in particular, "Preserving context at the neighborhood scale," focuses on new construction with a design sensitivity to its historic surroundings, even highlighting the 1234 Market Street East project.

Municipalities across the nation have included historic preservation in their comprehensive planning programs. In Philadelphia, many things are helping to spark this partnership in the public and private sectors. One very significant advancement in the field of historic preservation and cultural resource management is the development of local preservation ordinances. In 1955, the City of Philadelphia passed the Philadelphia Historic Preservation Ordinance, the first such ordinance in the nation.<sup>129</sup> The City passed a revised ordinance in 1984, permitting the designation of historic districts as well as

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<sup>127</sup>According to Section 106 of the *National Historic Preservation Act of 1966 as amended*, no project using federal funds may adversely affect a property on or eligible for the National Register of Historic Places without an impact assessment.

<sup>128</sup>"Preserving context at the neighborhood scale," Architectural Record, December 1974.

<sup>129</sup>Philadelphia City Planning Commission. "Historic Preservation: Recommendations of the Center City Plan" (Philadelphia: April 1987) p. 1.



preventing the demolition of historic structures. A second important advance is the willingness of the Philadelphia City Planning Commission to realize the significance, and more importantly, the potential of historic buildings. This is evidenced in the City Planning Commission's 1996 plan, "A Renewal Agenda for Off-Broad East." This plan, as mentioned in Section 2.2.2, suggests the adaptive use of historic buildings as a development strategy, including the proposal for the adaptive use of the PSFS Building as a hotel. It also recommends the conversion of vacant space into residential units for smaller, formerly commercial buildings in the area. One of their recommendations for this area that covers both of these plans is to "Develop a pro-active public/private program for the treatment of blighted, historically significant properties."<sup>130</sup> Third, it is important to recognize the City Planning Commission's attitude toward my initial request for information on this thesis topic. The City Planning Commission instructed me to visit the Historical Commission first because they defer all history-related questions to the Historical Commission. The fourth point to realize is the active role the Redevelopment Authority has assumed in the rehabilitation and reuse of the Reading Terminal Headhouse and the PSFS Building. In the case of the Headhouse, they found a tenant, the Hard Rock Café, willing to undergo the extensive rehabilitation of the interior space. In the case of the PSFS Building, they fit the City's need for more hotel space into the historic building's need for a compatible use.<sup>131</sup>

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<sup>130</sup>Philadelphia City Planning Commission, "A Renewal Agenda for Off-Broad East" (Philadelphia: 1966)

p. 26

<sup>131</sup>Philadelphia City Planning Commission. "A Renewal Agenda for Off-Broad East" (Philadelphia: 1996,)pp. 24-25, 28. The recommendation of the City Planning Commission lists



Another positive action on the part of the City Planning Commission was its "Plan for Center City," produced in 1988. This plan, unlike the previous documents prepared by the Commission, included an entire section entitled, "Preserving the Past." This effort to educate the public about historically significant structures and the economic and zoning incentives available to help facilitate their rehabilitation, illustrates how close historic preservation has come to becoming a part of the redevelopment and planning process. This effort was followed by another publication in 1987 entitled, "Historic Preservation: Recommendations for the Center City Plan." This plan further exemplifies not only the possibility but the importance of historic preservation in the planning and redevelopment process by stating, "...for many reasons -- economic, social, aesthetic and historical-- it was determined that preservation would be a major cornerstone of the new Plan for Center City, both as a means to guide and balance development and preservation decisions..."<sup>132</sup> This plan further goes on to recognize two goals, stimulating growth and preserving values, in order to enhance what is already existing and direct future growth.<sup>133</sup>

The city administration is also currently making attempts to help bridge the gap between historic preservation and redevelopment. In January of 1997, Mayor Edward Rendell proposed a ten-year property tax abatement on

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the PSFS building as a perfect candidate for adaptive use because "of its inherent adaptability and prominence, and because its conversion can provide a large number of new hotel rooms more quickly and at a lower cost than new construction."

<sup>132</sup>Philadelphia City Planning Commission "Historic Preservation: Recommendations of the Center City Plan" (Philadelphia: April 1987) p. 1

<sup>133</sup>Ibid.



development projects which convert old office buildings into apartments. This would help to find new uses for the over four million square feet of vacant office space in Center City. This tax abatement, when combined with low-cost financing and available tax credits, could help to make the reuse of old, vacant buildings, some of which are historically significant, feasible.<sup>134</sup>

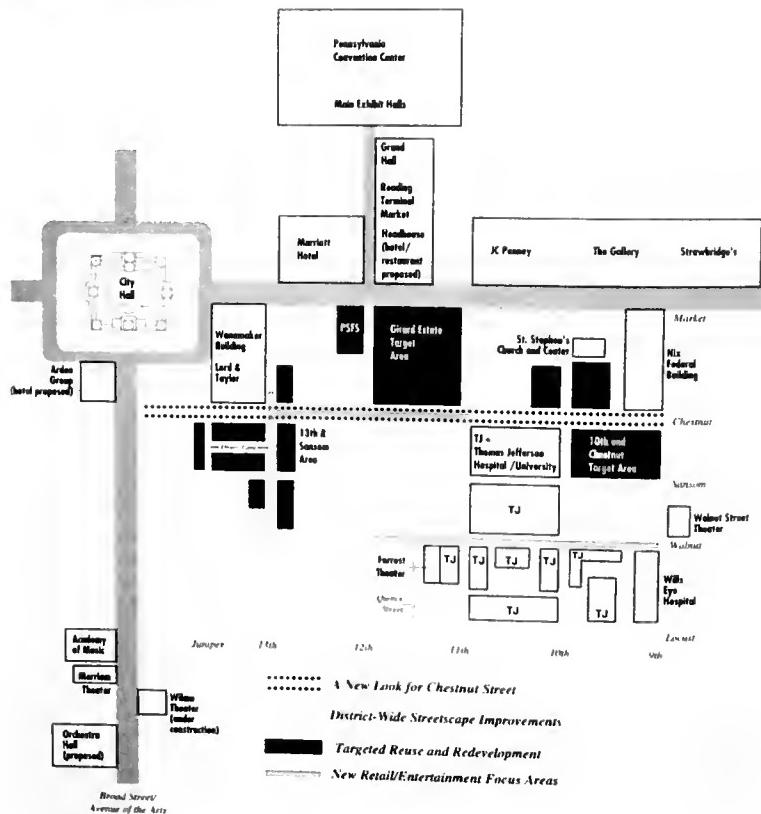
All of these efforts illustrate that both historic preservation and redevelopment can and will benefit from managed growth through strategic planning. This could include the adaptive use of historically and architecturally significant structures as well as new construction and development that is sympathetic to existing context. By looking to Market Street East as an example, future preservation and redevelopment projects can work in tandem for the benefit of all.

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<sup>134</sup>Nathan Gorenstein, "Developers like tax break for apartment projects," Philadelphia Inquirer, C-1, 24 January 1997.



**Renewal Strategies for Off Broad East**



**Ill. 40: Renewal Strategy for the 'Girard Estate'  
taken from the 'Renewal Agenda for Off-Broad East'  
Philadelphia City Planning Commission, 1996**



# **Conclusion**

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**Chapter Five**



## **5. Conclusion**

From the data collected and the analysis of that data, it can be concluded that the attitude of the City Planning Commission toward historically significant structures during the development process has evolved over the past 40 years as is evidenced by this examination of the redevelopment of Market Street East. Through the investigation of this redevelopment process in particular, it can be concluded that the preservation of historically significant structures and urban landscapes are primarily a result of economics. With the assistance of incentives, such as tax credits and laws, particularly the historic Preservation Act of 1966, the preservation of historically significant structures can be an economically feasible portion of the redevelopment process. In fact, as evidenced by the construction of the Pennsylvania Convention Center, the rehabilitation of historic structures and their inclusion in the development process can prove to be an asset as well.

Buildings can and will be saved if there is an economically viable reason to do so. As was demonstrated with Market Street East, and specifically the Pennsylvania convention Center, a partnership between historic preservation and redevelopment might be the best way to achieve this economic feasibility.



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*Mr. Bacon is the former Executive Director of the Philadelphia City Planning Commission*

D'Alessio, Walter, interview by the author, Legg Mason Real Estate Services, Philadelphia, Pa., 23 April 1997.

*Mr. D'Alessio was the Director of the Redevelopment Authority of Philadelphia (1961-1972), Director of the Philadelphia Industrial Development Corporation (1972-1982) and is currently the President and CEO of Legg Mason Real Estate Services. Mr. D'Alessio also lectures at the University of Pennsylvania in the Department of Urban and Regional Planning.*

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*Mr. Fadullon is a Planner with at the Philadelphia City Planning Comission.*

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*This book illustrates the significant architecture in Philadelphia in the early 80's. On page 17, the author talks about how, in some cases, the city may have been better off without rejuvenation.*



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## **Appendix**



## APPENDIX A

### Annotated Chronology of the Redevelopment Plans for Market Street East

Philadelphia City Planning Commission, "Market East Plaza: A New Center for Transportation and Commerce." Philadelphia, May 1958.

*This is a plan, created prior to the Comprehensive Plan for the City, for Market Street East, between 9th and 11th Streets. It had three goals, none of which was the reversal of urban blight.*

Philadelphia Historical Commission. "Historic Buildings Recommended for Preservation by the Philadelphia Historical Commission." Philadelphia, 1959.

*This document is an outline of historic buildings in Philadelphia by address. It provides a good snapshot of the definition of significance at the time. It does not include the Reading Terminal Headhouse and Train Shed.*

Philadelphia City Planning Commission, "Center City Philadelphia: Major Elements of the Physical Development Plan for Center City." Philadelphia, 1960

*This plan provides a detailed explanation of the Center City area, taken from the Comprehensive Plan for the City. It includes a plan for Market East as well as sections on transportation and the pedestrian.*

\_\_\_\_\_, "Comprehensive Plan." Philadelphia, 1960

*This is a comprehensive plan for the entire City of Philadelphia, from which, the plan for Center City Philadelphia, also of 1960, was derived.*



## APPENDIX A

\_\_\_\_\_. "Market Street East Study." Philadelphia, 1964.

\_\_\_\_\_. "A List of Notable Buildings in Philadelphia." Philadelphia, 1965.  
*An outline of the idea of "important" architecture in the city in the midst of the redevelopment process. Of all fo the buildings listed, only three, plus City Hall, are listed on Market Street. (Wanamaker's, PSFS and Lit Brothers)*

Old Philadelphia Development Corporation. "Old Philadelphia Development Corporation Annual Report of 1965." Philadelphia, 1965.

Philadelphia City Planning Commission. "Center City Redevelopment Area Plan." Philadelphia, December 1967.

*This plan superceeds the Plan for Center City which was published in February of 1963. This plan includes the area within the Center City Redevelopment Area as it was certified by the City Planning Commission on January 8, 1963. This area is bounded by Spring Garden Street on the north, the Pierhead Line of the Delaware River on the east, South Street on the south, and the Schyulkill River on the west. This plan is in accord with the Comprehensive Plan of May 1960, as ammended.The site plan for this area still represents the north side of Market Street East as being redeveloped with new, unified structures o n the north side, from Ninth to Thirtenth Streets, replacing the Reading Terminal and Headhouse among other buildings.*



## APPENDIX A

Delaware Regional Planning Commission. "Historic Preservation."  
Philadelphia, 1969

*This is an outline of the process of historic preservation as well as recommendations. in the Delaware Valley. This document provides an image of the attitude of the day toward historic preservation.*

Philadelphia City Planning Commission. "Ammendments to Center City Redevelopment Area Plan." Philadelphia, August 1971.

*As with the Redevelopment Plan of 1967, this plan is in accordance with the provisions of the Urban Redevelopment Law of May 24, 1945. This plan maintains the boundaries of the 1967 plan. The site plan still indicates a series of unified buildings on the north side of Market Street, between Ninth and Thirteenth Streets. (The plan is dated 1973.) The proposed 1234 Market East building is included on this plan.*

Old Philadelphia Development Corporation. "Twenty-First Annual Report."  
Philadelphia, 1977.

Philadelphia City Planning Commission. "A Plan for Center City."  
Philadelphia, 1987.

*This plan incorporates an entire section devoted to historic preservation in the city.*



## APPENDIX A

\_\_\_\_\_. "A Renewal Agenda for Off Broad East." Philadelphia, 1996. *This plan focuses on the "Off Broad East" Study area of Philadelphia. The boundaries for this area are Market Street to the north, Broad Street to the west, Locust Street to the south and Ninth Street to the east. This publication lists Market Street East as one of its strengths, noting the rehabilitation of the Reading Terminal and plans for the rehabilitation of the Reading Terminal Headhouse and PSFS Building as major contributions to the street. It also suggests the redevelopment of the Girard Estate site for mixed-use as a promising prospect for the future. (the Girard Estate site is the block on the south side of Market Street between Eleventh and Twelfth Streets. It is interesting to note that the City Planning Commission advocates the rehabilitation and reuse of architecturally significant buildings in the area rather than new construction.*



## **APPENDIX B**

### **Historic Structures on Market Street East<sup>1</sup>**

#### **Gimbels Department Store**

900 Market Street, demolished 1979

South side of Market Street between Eighth and Ninth Streets

see illustration #31 and #32 in text

#### **Lit Brothers Department Store, 1859-1907**

800 Market Street

North side of Market Street between Seventh and Eighth Streets

Collins and Autenreith

See Illustration #30 in text

The Lit family began their business selling women's clothes in a small shop at the corner of Eighth and Market Streets. As their business grew, so did their store, expanding to the east along Market Street. The building known today as Lit Brothers, which encompassed the entire block by 1907, is a conglomeration of many smaller, individual buildings that existed on the site.

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<sup>1</sup>John Andrew Gallery, General Editor. Philadelphia Architecture: A Guide to the City. Second Edition. Philadelphia, Pennsylvania: Foundation for Architecture, 1994 unless otherwise noted, all facts were taken from this book.



## APPENDIX B

The entire building is painted white to give the illusion of a single Victorian-style, cast-iron facade. The single color, in addition to the repetition of the arched window flanked with colonettes on all of the facades, contributes to this illusion. In fact, only one of the facades is cast-iron, the one with the address of 719-721 Market Street. The two buildings on the corners of the block are constructed of brick with terra-cotta and iron trim while the remaining buildings in between are of brick with marble or granite sheathing.

The Lit Brothers store closed in 1977 and, after being threatened by demolition, this building was renovated in 1989 by Burt Hill Kosar Rittlemann and John Milner Associates. The building adopted the name of the new tenant, Mellon Bank, and was renamed the Mellon Independence Center.

The Lit Brothers Department Store Building is listed in the Historic American Buildings Guide (HABS) as PA-1438. It was certified by the Philadelphia Historical Commission in 1970 and the Pennsylvania and National Registers of Historic Places in 1977.<sup>2</sup>

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<sup>2</sup>Richard J. Webster Philadelphia Preserved: Catalog of the Historic American Buildings Survey. (Philadelphia: Philadelphia Historical Commission, 1976) pp. 82-83



## APPENDIX B

### Palace Theater, 1908 (demolished)

1214 Market Street

North side of Market Street, to the west of the PSFS Building

See Illustration #33

This theater was built in 1908 for "film pioneer" Siegmund Lubin. It was his largest Center City theater at the time. In 1921, the lobby was renovated by Hoffman and Henon, adding more ornate marble and brass. The theater was well known for its "bowling alley" interior, nicknamed this because of the great length of the auditorium space.<sup>3</sup>

This building ceased operating as a theater in 1971. It was demolished in 1974 by the Redevelopment Authority of Philadelphia under the power of eminent domain. It was demolished, along with its neighbors to west, to make room for the new 1234 market East building, the first major project in the Market Street East redevelopment process.

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<sup>3</sup>Irvin R. Glazer, Philadelphia Theaters: A Pictorial Architectural History. (New York: The Athanaeum of Philadelphia and Dover publications, Inc., 1994) p. 5.



## **APPENDIX B**

### **PSFS Building, 1930-1932**

(Philadelphia Saving Fund Society Building)

1200 Market Street

South Side of Market Street at the corner of Twelfth Street

Howe and Lescaze, Architects

See illustration #34

The PSFS Building is widely recognized as the first International-style skyscraper in the world. It also represents a departure in style for its designer, George Howe who, until this point, has been designing "pastoral" suburban homes.

The ground level of the building is devoted to retail space and the grand banking hall is one level above. The elevators, along with other service facilities, are located in a core at the back of the building. These elevators take one to the offices above, with the President's Office and conference room at the top, on the 33rd floor. This floor also has a balcony, providing an excellent view of the surrounding city.

The sleek facade is clad with polished gray granite on the lower levels. The office stories are clad in sand-colored limestone with exposed vertical columns covered in the same with gray brick spandrels. The service core to the rear is clad in black brick.



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In the 1970's, the PSFS Company joined with its neighbor, Wanamaker's to construct the 1234 Market East Building. With the help of the Redevelopment Authority of Philadelphia, this was the first project of the Market Street East redevelopment process. The architects, Bower and Fradley, worked to design a structure that, rather than making a statement of its own, served to complement its historic neighbors.

The building is no longer used as banking offices, although the Mellon PSFS company does use the banking room on the second floor. This landmark building is currently in the process of being adaptively used as a hotel by the Loew's Company.

The PSFS Building is listed as PA-1533 in the Historic American Buildings Survey. It was also designated a National Historic Landmark in 1976.<sup>4</sup>

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<sup>4</sup>Webster, p. 141



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### Reading Terminal

1115-41 Market Street

North side of Market Street, between 11th and 12th Streets

Wilson Brothers, architects

See Illustration # 36

This Headhouse, which was constructed between 1891 and 1893, was renovated in 1985 by Cope Linder Associates and John Milner Associates. The train shed, which extends behind the Head House to the north, was renovated in 1993-4 by Thompson Ventulett Stainback Associates and the Vitetta Group, as a part of the construction of the Pennsylvania Convention Center. The train shed now serves the Convention Center as a ballroom, meeting rooms, and the Grand Hall.<sup>5</sup> This train shed has also served as a set in the movie, *12 Monkeys.*, in 1995. The Head House is again in the process of renovation and redevelopment. A part of the street level will be converted to a Hard Rock cafe, the first major theme restaurant in Philadelphia. Additionally, as a part of the Market Street East Redevelopment process, negotiations are also underway to expand the Marriott Hotel, located on the block to the west, into the upper stories of the Head House.

The Reading Terminal, two buildings consisting of the head house and the train shed, was built to service the Reading Railroad. This building was built

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<sup>5</sup>Gallery., p. 78.



## APPENDIX B

to receive trains into the city after the introduction of the steam engine, replacing the wood-burning engine which posed a fire danger to the dense city. The Reading Terminal, which now includes a Farmer's Market on the street level, replaced the Franklin Farmer's Market, which had been on the site since 1960. The Head House is constructed of wrought- and cast-iron columns, wrought-iron and steel beams and brick floors with terra cotta ornament and a copper cornice on the facade. Once the largest single-span shed in the world, the train shed is the only surviving single-span arched train shed in the United States. When the Center City Commuter Connection was completed in 1984, the train shed was closed to use by the Railroad.<sup>6</sup>

The Reading Terminal was designated a National Historic Landmark in 1976 and it was certified by the Philadelphia Historical Commission in 1980. The Reading Terminal buildings have been documented by the Historic American Buildings Survey as well.<sup>7</sup>

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<sup>6</sup>Gallery.

<sup>7</sup>Webster, pp. 138-139.



## **APPENDIX B**

### **John Wanamaker's Department Store, 1902-1911**

1300 Market Street

South side of Market Street between Juniper and 13th Streets

Architects: D.H. Burnham and Co., with John T. Windrim

See Illustration #35

John Wanamaker's Department Store, one of the first department stores in the country, began small, Sixth and Market Streets, in 1861. The company soon moved west, to the site of the current building. Wanamaker decided to build a new store, a monument to his progress, in 1902. This building, which stands on the south side of Market Street, encompassing the block between Juniper and 13th Streets, was designed by Daniel H. Burnham with John T. Windrim and built of limestone and granite. The interior of the building is designed around a central atrium and the selling floors were located around it. Wanamaker's joined its neighbor, the PSFS Company to build the 1234 Market East project in 1974, the first in the Market Street East redevelopment process.

Gradually, Wanamaker's business declined and the store was sold in 1994. Wanamaker's landmark building then housed Hecht's and more recently, a satellite store of its long-time competitor, Strawbridge & Clothier (Strawbridge's at the time). Wanamaker's building is again in the process of changing tenants, this time to Lord & Taylor, which will open in August, 1997.



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The Grand Court of Wanamakers was certified by the Philadelphia Historical Commission in 1974. It is listed in the Historic American Buildings Survey, PA-1692, and was designated a National Historic Landmark in 1978.<sup>8</sup>

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<sup>8</sup>Webster, pp. 147-148







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